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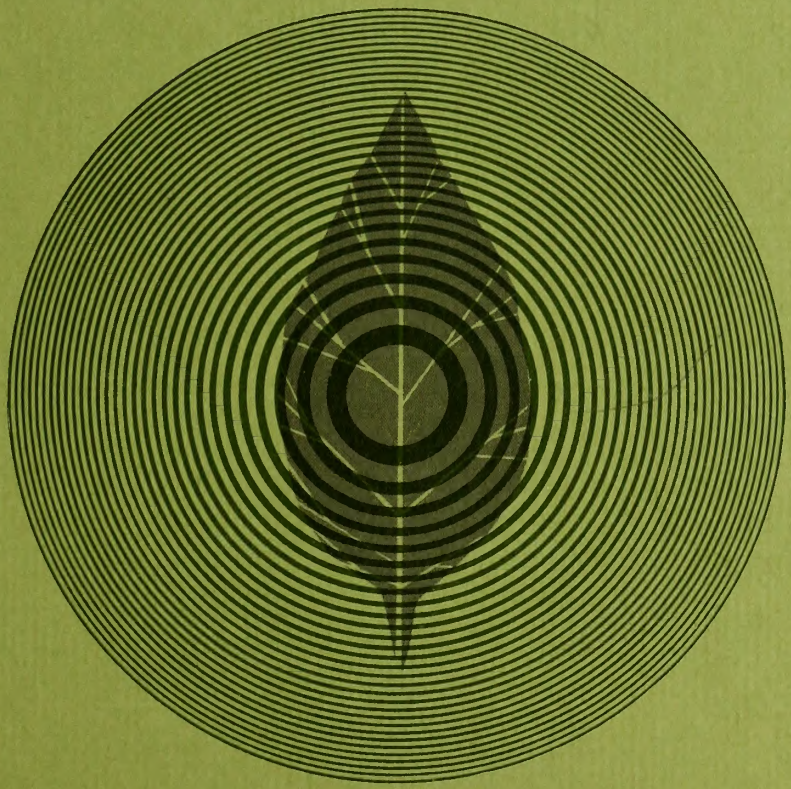
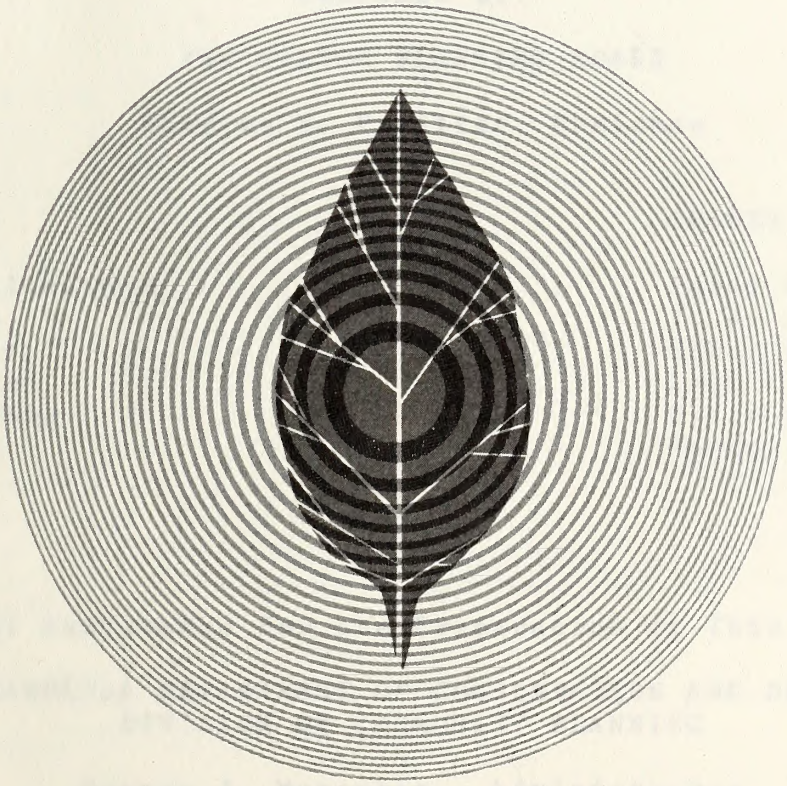


# ECONOMY

# WILSON, NORTH CAROLINA



# ECONOMY

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PREPARED FOR:

THE CITY OF WILSON, NORTH CAROLINA

E. B. Pittman, Mayor — N. Jack Maynard, City Manager

CITY COMMISSIONERS

P. O. Barnes
Dr. W. B. Clark, Jr.
Edgar Norris
Charles E. Raines
Richard T. Smith
H. P. Benton, Jr.

PREPARED BY:

THE WILSON PLANNING BOARD

Charles Y. Proffitt, Chairman

CITY MEMBERS

Delmon F. Williamson
W. H. Thomas
Cecil Newberry
J. B. Thompson
William W. Sims

COUNTY MEMBERS

Jesse Walston
J. W. Byrd
Elton C. Smith
Leon C. Mills
Clifton Matthews
Herbert L. Wood

Technical Assistance for the Preparation of This Report By:

NORTH CAROLINA DEPARTMENT OF CONSERVATION AND DEVELOPMENT
DIVISION OF COMMUNITY PLANNING

George J. Monaghan - Administrator
James A. Ferguson - Director, Eastern Area Office
Arthur E. Trujillo - Project Planner

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# INTRODUCTION

The primary purpose of this Economy Report is to identify and analyze the economic activities that exist within the Wilson Planning Area. This study contains specific information on the following: (1) Basic industries upon which Wilson residents are dependent; (2) Trends in Retail, Wholesale, and Selected Services; (3) Analysis of manufacturing firms and land use patterns; (4) Employment patterns; and (5) Inventory of potential industrial resources.

This report is the second of a series of basic studies under the current planning program that is being undertaken by the Wilson Planning Board under instruction from the Wilson City Board of Commissioners.

Data contained in this report represents the combined effort of the Wilson Planning Board, the city manager, the executive director of the Wilson Industrial Council and the project staff of the Division of Community Planning, who served as the technical staff in the preparation of this report.

## ECONOMIC BASE APPROACH

In the majority of cases, all urban areas, small or large have one or a number of primary economic activities that serve as a source of employment and income for their population. Most urban areas are oriented toward manufacturing, however, in a number of urban areas, trade, extractive industries, governmental activity, educational institutions, resort and amusement activity, etc., are the primary sources of employment and income.

In other words, all urban areas have an economic base that consists of those activities which provide the basic employment and income on which the rest of the local economy depends.

The economic base study, as defined by Charles M. Tiebout,

> ...identifies the basic sources of employment and incomes and provides an understanding of the source and level of all employment and income in a community. The primary objective of an economic base study is to develop information which will help a community solve local problems, make better decisions about matters that will enlarge economic opportunities for citizens, improve their welfare, and make it possible for them to increase their contribution to national growth."[1]

The economic base section of this report as it relates to Wilson shall attempt to: (1) identify the basic industries in Wilson; (2) analyze the manufacturing section of the economy; and to (3) determine the diversity or specialization of the industrial base.

### Basic-Nonbasic Sectors

An economic base study generally begins by dividing the industries or economic activities of the community into two

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[1] Tiebout, Charles M., The Community Economy Base Study, Supplementary paper number 16, Committee for Economic Development, December 1962. p. 9.

sectors, export and local. Industries in this case are referred to as an aggregate of firms producing similar products. Sectors are referred to as the kinds of markets that industries serve.

In economic terms, the export sector is referred to as the economic base. It includes those industries of an urban community which exports goods and services to points outside the economic boundaries of the community or which market their goods and services to persons who come from outside the community's economic boundaries. From a trade flow viewpoint these industries through their export function earn a dollar inflow for the community from the surrounding region or regions. Economist's state that from another viewpoint, these basic industries can be considered the wage earners of the community. In other words, without them, or if they decline in earning power, the economic health of the community suffers accordingly.

The local sector of the community which the basic industries directly support is often referred to as "nonbasic". The nonbasic activities include the industries whose principal function is that of providing for the needs of persons within the community's economic boundaries. The nonbasic industries are also distinguished from basic industries in that they are, principally, importers, and if they do not import, do not export their finished goods or services. In a very limited sense the nonbasic industries can be considered the spenders of the community wages earned by the basic industries. It should be mentioned that the nonbasic activities are necessary to the successful operation of the basic activities in that they provide for most of the service needs of the basic industries and of the basic employees. The dependency of nonbasic activities upon basic activities is evident in the fact that employment and profitability in nonbasic activities is highly sensitive to changes in the basic's, rising and falling with it.

Methods of Measurement

In measuring the economic base of a community there are two approaches that can be utilized in determining the basic and nonbasic section of the local economy. These two are referred to as the indirect and direct measures. The indirect approach measures the local economy by utilizing employment and income as units of measurement. All indirect measures are concerned only with the division between basic and nonbasic sectors while other subsectors are not identified.

The direct approach measures the local economy by using sales, and value added as the units of measurement. This approach not only identifies the basic and nonbasic sectors, but also other subsectors. This approach simply measures the movement of goods and services from the original source to the point of destination.

In this study the indirect approach will be utilized in computing the basic and nonbasic sectors of the Wilson Township (including Wislon) economy.

Where measuring the base of the local economy indirectly, the most common method used in computing the basic and nonbasic sectors is through the location quotient.[2]

The location quotient methods works by the following formula:

$$\frac{X}{\text{Total Employment}} = \frac{\text{National Employment in Industry}}{\text{Total National Employment}}$$

This formula simply measures the importance of each industry within a community relative to the importance of the industry to the nation (or whatever the larger unit may be), and also assigns to each local industry a weight in proportion to its size in the community. For example, if two percent are employed in a given industry nationally, then the expected employment locally would be two percent in order to be self sufficient. However, if the local employment exceeds two percent, then the assumption would be that the local industry is exporting everything over and above two percent.

---

[2] Ibid., p. 47.

On the other hand, if the same industry showed less employment than the national level, the assumption here would be that all production is consumed locally.

Before proceeding with the analysis of the economic base, it should be recognized that the location quotient method is by no means perfect, as it definitely has certain limitations. First, since it's based on the national employment pattern, it sometimes fails to take into account the advantages of local specialization. This simply means that in some cases the local community is more productive than the national average in terms of output per employee.

Another significant shortcoming is the "problem of product mix. For example,

> "...a simple commodity such as aspirin has enough different brands to give one a headache. For even if a community produces an output of aspirin just sufficient to meet its own needs, chances are that it may be one brand. If so, probably, a good portion is exported and other brands are imported."[3]

In other words, "product mix" tends to understate the volume of export.

Still another shortcoming is the assumption of uniform demand throughout the nation. This presents a problem in that in some cases an industry is found to be completely non-basic, which indicates that a community consumes all that the industry produces. This is not always true, as uniformity of demand, consumption and productivity of a community can vary considerably from the national norm. This variation can be related to income levels, tastes, productivity, consumption patterns and many others.

On the positive side, the location quotient methods takes care of indirect as well as direct exposts. Charles M. Tiebout further substantiates this,

> "...a community with a large number of packing plants is also likely to have a large number of tin can manufacturers. Even though the cans are locally sold, they are indirectly tied to exports. Location quotient will

[3] Ibid., p. 48.

show tin cans as exports and, thus, they do measure indirect exports."[4]

Another advantage of the location quotient method is that it is an inexpensive way to measure exports. This is the reason this method was utilized in this study, as there were not enough funds or time for a more elaborate method.

Therefore, just as long as these limitations are recognized, the location quotients will at least give a reasonable estimate of the basic industries of the Wilson Planning Area.

## Basic and Nonbasic Employment

Before proceeding with the discussion of the basic and nonbasic sectors of the Wilson Township economy, it is of importance to outline the sources of data used in measuring the economy of the township.[5]

Employment data that was used in this report is based on an industrial classification system developed by the 1960 Census of Population. This classification system consists of 150 categories which was condensed into 40 industrial groupings. In the preparatory stages of this study, the project planner's intentions were to use employment data recorded by the 1963 Census of Manufacturing report; however, this report was not available as of January 1967, when this study was prepared.

Table 1 shows the number of basic and nonbasic workers in the Wilson Township as computed by the formula on page 3. In 1960, according to the Census of Population there was a total of 12,068 persons employed in Wilson Township. Of this total, 2,419 or twenty percent are considered basic workers as computed by the formula. This figure represents a ratio of one to five. In other words, one out of every five workers was considered basic in the Wilson Township Economy.

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[4] Ibid., p. 49.

[5] Township data was used in this section because it takes in the entire planning area, as established in the Population Report and Land Use Analysis.

Computation (by the formula) indicates that there are twelve industries that can be considered basic to the economy of the Wilson Township. Two of these categories which indicate basic employment are doubtful, particularly private households and personal services. It is doubtful that these two categories bring much, if any, new money into the area. This pattern indicates that a larger percentage of the population in the Wilson Township has maids and related services than is true of the nation as a whole.

TABLE 1

BASIC AND NONBASIC EMPLOYMENT, WILSON TOWNSHIP
1960

| | Total[1] Workers | Basic Workers[2] No. | Basic Workers[2] Percent | Nonbasic Workers[2] No. | Nonbasic Workers[2] Percent |
|---|---|---|---|---|---|
| Construction | 951 | 239 | 10.0 | 712 | 7.8 |
| Furniture, Lumber, Wood Products | 256 | 57 | 2.3 | 199 | 2.1 |
| Food and Kindred Products | 604 | 264 | 10.9 | 340 | 3.5 |
| Textiles and Apparel | 634 | 240 | 10.0 | 354 | 4.1 |
| Other Nondurable Goods | 566 | 79 | 3.2 | 487 | 5.0 |
| Community Utilities and Sanitary Service | 330 | 10 | 0.4 | 320 | 3.3 |
| Wholesale Trade | 466 | 53 | 2.2 | 413 | 4.2 |
| Other Retail Trade | 1,816 | 364 | 15.0 | 1,452 | 15.0 |
| Private Household | 1,109 | 751 | 31.0 | 358 | 3.6 |
| Personal Services | 473 | 111 | 4.6 | 362 | 3.8 |
| Hospital | 476 | 162 | 6.8 | 314 | 3.2 |
| Education Services | 722 | 89 | 3.6 | 633 | 6.5 |
| All Others[3] | 3,665 | -- | -- | 3,665 | 37.9 |
| Total | 12,068 | 2,419 | 100.0 | 9,649 | 100.0 |

[1] U. S. Bureau of the Census, 1960.

[2] The statistical data was compiled from Table 2 as computed by Location Quotient Formula.

[3] include all other industries in Table 2 that were not considered basic elements to the Wilson Township economy.

Other than private household, one can readily note that construction, food processing, textiles and apparel, and retail trade are extremely important to the economy of the Township. These four categories comprise 1,107 or 46 percent of the total basic employment. It is interesting to notice that the first three categories are of equal importance in terms of number and percent of the total basic employment. As expected, retail trade shows the highest (other than private household) number and percent of basic employment among the twelve industries considered basic to the Wilson Township economy.

Among the other categories, two deserve special attention and these are other nondurable goods and wholesale trade. The reason being that a large percentage of these employees are employed in the tobacco processing plants and tobacco warehouses. However, note that even with the importance that tobacco plays in the Wilson area, these two categories constitute only 5.4 percent of the total basic employment. These two categories probably have a higher number of basic workers than is indicated, as it is a known fact that Wilson specializes in tobacco processing, auction and warehousing.

This can be attributed to the fact that the Census was taken in April when employment in the tobacco industry was at its lowest point during the year. The executive director of the Wilson Industrial Council pointed out that during the off-season the majority of those employed in the tobacco industry during the season's peak would probably be reflected in domestic service, such as private household and related employment. The primary reason being that the majority of those employed in the tobacco manufacturing plants are women and would be apt to work in domestic services during the off-season. On the other hand, the males which would normally be employed in the tobacco industry during season's peak, are either unemployed or some migrate to other areas in search of employment and then return to Wilson during the tobacco season. Also, some of the male tobacco workers secure employment in the construction industry which itself is responsible for the industry being a basic industry in the Wilson area.

Another prime example where basic employment is not revealed by the formula is in the manufacturing of transportation equipment. Again, it is obvious that the Wilson Township exports almost everything that is manufactured by the two manufacturing firms in the area.

In general, it can be stated that the Wilson Township (including Wilson) is lacking a strong diversified economy base. Further evidence of this situation can be seen by examining Table 2. One can readily see that the relative strength of the Wilson Township (including Wilson City) economy is concentrated in the service industries rather than in the manufacturing sector. The point that needs to be understood here is the fact that service industries such as retail services, personal services, hospital and private household are not supporters of a growing urban area like the Wilson Township (including Wilson City). It is obvious that these categories do not create employment for the growing population, as would be the case if it had a strong manufacturing or industrial base. Table 2 shows that only Furniture and Lumber, Textiles and Apparel, and Food processing are the only industries considered basic in manufacturing. Note that only the latter two are significantly higher than the national average. It is also interesting to notice that the remaining manufacturing categories with the exception of transportation equipment are substantially lower than the national average.

Manufacturing Basic-Nonbasic

The purpose of this section is to analyze independently and in detail the manufacturing sectors of the Wilson Township Economy. Table 3 shows the basic and nonbasic employment and Table 4 illustrates the strength of each manufacturing category relative to the nation.

TABLE 2

BASIC AND NONBASIC EMPLOYMENT BY INDUSTRIES
WILSON TOWNSHIP
1960

| | Wilson[1] Township | Percent Of Total Township | U. S. A.[1] | Required[2] Local Nonbasic | Export[3] Basic | Percent[4] National Average |
|---|---|---|---|---|---|---|
| Total Employed | 12,068 | | 64,639,247 | | | |
| Agriculture | 553 | 4.6 | 4,349,884 | 710 | | -22.1 |
| Mining | 7 | 0.1 | 654,006 | 1,067 | | -93.5 |
| Construction | 951 | 7.9 | 3,815,937 | 712 | 239 | +33.5 |
| Manufacturing | 2,637 | 21.9 | 17,513,086 | 3,270 | | -19.4 |
| Furniture, Lumber and Wood | 256 | 2.1 | 1,067,252 | 199 | 57 | +28.6 |
| Metal Industries | 37 | 0.3 | 2,516,631 | 470 | | -78.7 |
| Machinery | 61 | 0.5 | 3,055,447 | 570 | | -89.3 |
| Transportation Equipment | 319 | 2.6 | 1,818,698 | 339 | | -5.9 |
| Other Durable Goods | 57 | 0.5 | 1,370,661 | 255 | | -87.7 |
| Food and Kindred Products | 604 | 5.0 | 1,822,477 | 340 | 264 | +77.6 |
| Textile and Apparel | 634 | 5.3 | 2,113,199 | 394 | 240 | +60.9 |
| Printing, Publishing and Allied Industries | 103 | 0.9 | 1,141,192 | 213 | | -51.6 |
| Other Nondurable Goods | 566 | 4.7 | 2,607,529 | 487 | 79 | +16.2 |
| Railroad and Railway Express | 56 | 0.5 | 941,214 | 175 | | -68.0 |
| Other Transportation | 298 | 2.5 | 1,798,699 | 335 | | -11.1 |
| Communication, Utilities and Sanitary Services | 330 | 2.7 | 1,718,234 | 320 | 10 | +3.1 |
| Wholesale Trade | 466 | 3.9 | 2,212,984 | 413 | 53 | +12.8 |
| Eating and Drinking | 279 | 2.3 | 1,801,667 | 336 | | -17.0 |
| Other Retail Trade | 1,816 | 15.0 | 7,777,984 | 1,452 | 364 | +25.1 |
| Business and Repair Services | 186 | 1.5 | 1,610,728 | 300 | | -38.0 |
| Hospital | 476 | 3.9 | 1,683,892 | 314 | 162 | +51.6 |
| Educational Services | 722 | 6.0 | 3,393,933 | 633 | 89 | +14.1 |
| Other Professional and Related Services | 460 | 3.8 | 2,500,021 | 466 | | -1.3 |
| Public Administration | 349 | 2.9 | 3,202,890 | 598 | | -41.6 |
| Other Industries (Included Not Reported) | 900 | 7.4 | 5,805,594 | 1,084 | | -17.0 |
| Private Households | 1,109 | 9.2 | 1,916,964 | 358 | 751 | +126.0 |
| Other Personal Services | 473 | 3.9 | 1,941,530 | 362 | 111 | +30.6 |

[1] U. S. Bureau of the Census, 1960.

[2] This column shows the number of workers that Wilson would require to be self sufficient based on the national average.

[3] This column shows the basic workers as computed by the Location Quotient formula.

[4] This column illustrates the strength of each industry in the Wilson Township relative to the national average.

In 1960, there were 1,105 basic workers in manufacturing in the Wilson Township. This amounts to 42 percent of the total employment in manufacturing. Table 3 indicates that food processing and textiles and apparel categories constitute the basic elements of the manufacturing base in the Wilson Township. These two categories combined account for 708 basic workers or 63.8 percent of the total basic employment.

Other important industries in the manufacturing sector are furniture and lumber products, other nondurable products, and transportation equipment. In the previous section where the entire economy was analyzed, the first two were considered basic industries, however, the transportation industry was not even reflected as being basic. This implies that even though Wilson specializes in the manufacturing of transportation equipment, the industry is still not that important when comparing it to the national level.

TABLE 3

BASIC AND NONBASIC EMPLOYMENT IN MANUFACTURING, WILSON TOWNSHIP
1960

| | Total[1] Workers | Basic Workers[2] No. | Basic Workers[2] Percent | Nonbasic Workers[2] No. | Nonbasic Workers[2] Percent |
|---|---|---|---|---|---|
| Furniture, Lumber and Wood Products | 256 | 112 | 10.0 | 144 | 9.4 |
| Transportation Equipment | 319 | 73 | 6.7 | 246 | 16.1 |
| Food and Kindred Products | 604 | 358 | 32.4 | 246 | 16.1 |
| Textiles and Apparel Products | 634 | 348 | 31.4 | 286 | 18.6 |
| Other Nondurable Goods | 566 | 214 | 19.5 | 352 | 23.0 |
| All Others[3] | 258 | -- | -- | 258 | 16.8 |
| TOTAL | 2,637 | 1,105 | 100.0 | 1,532 | 100.0 |

[1] U. S. Bureau of the Census, 1960.

[2] Data was compiled from Table 4.

[3] Includes all other industries in Table 4 that were not considered basic elements in manufacturing sector.

Table 4, showing the importance of each manufacturing category in terms of strength, indicates that food processing and textiles and apparel products exceed the national norm by 145.5 and 121.7 percent, respectively. Note that furniture and woods products and other nondurables products exceed the national average by substantial amounts, however, the percent is not as significant as the first two. The primary reason for nondurable categories being a basic industry to the area is due to employment in tobacco processing. Most of the basic workers that are reflected in the table are employed in tobacco manufacturing. Transportation equipment which is a very important industry in the Wilson area exceeds the national norm by only 29.7 percent.

In order to further illustrate the importance of elements that were identified using 1960 census data, it is essential to examine the present data, to determine whether the economic base of the township have gained or declined in strength. Current information reveals that the large manufacturing plants in the Wilson planning area (in terms of substantial employers), all fall within the five categories identified as basic industries to the Wilson Township economy in 1960.

As of January 1967, there were twenty-nine major manufacturing plants in Wilson planning area. Table 5 shows that these twenty-nine establishments are distributed among the following industrial categories: Textiles and Apparel, Food and Kindred Products, Furniture, Wood and Lumber Products, Transportation Equipment and other nondurable goods, all of which are tobacco manufacturing plants. One readily notes the importance of the textile and apparel and the transportation industries, all of which have over 200 employees in their manufacturing plants. Note that the Food and Kindred industries have two plants with over 200 employees and four with an employment range of 50-99, two with 0-24 employees and one with 25-49 employees.

TABLE 4

BASIC AND NONBASIC EMPLOYMENT BY MAJOR INDUSTRIES IN MANUFACTURING, WILSON TOWNSHIP 1960

| Manufacturing | Wilson Township[1] | U. S.[1] | Wilson Township Nonbasic Employment Required[2] | Basic Employment[3] | Percent National Average[4] |
|---|---|---|---|---|---|
| Furniture, Lumber and Wood Products | 256 | 1,067,252 | 144 | 112 | +77.8 |
| Metal Industry | 37 | 2,516,631 | 340 | | -89.2 |
| Machinery | 61 | 3,055,447 | 413 | | -85.3 |
| Transportation Equipment | 319 | 1,818,698 | 246 | 73 | +29.7 |
| Other Durable Goods | 57 | 1,370,661 | 185 | | -69.2 |
| Food and Kindred Products | 604 | 1,822,477 | 246 | 358 | +145.5 |
| Textile and Apparel Products | 634 | 2,113,199 | 286 | 348 | +121.7 |
| Printing, Publishing and Allied Industries | 103 | 1,141,192 | 154 | | -33.2 |
| Other Nondurable Goods | 566 | 2,607,529 | 352 | 214 | +60.8 |

[1] U. S. Bureau of the Census, 1960.

[2] This column shows the number of workers that the Wilson Township would require to be self sufficient based on the national average.

[3] This column shows the basic workers as computed by the location quotient formula.

[4] This column illustrates the strength of each industry in the Wilson Township relative to the national average.

As shown in Table 5 furniture, wood and lumber industry have only three major manufacturing firms, all with an employment range of 50-99 employees. However, this industry is further supplemented with a number of marginal industries as is shown in Appendix A where a detail list of all manufacturing firms in the Wilson area is included.

TABLE 5

MAJOR MANUFACTURING FIRMS IN THE WILSON PLANNING AREA

1967

| TEXTILES AND APPAREL | FOOD AND KINDRED PRODUCTS | FURNITURE AND LUMBER | TRANSPORTATION EQUIPMENT | OTHER NONDURABLE GOODS |
|---|---|---|---|---|
| Blue Bell, Inc. (e) - n | Food Processing Inc. (e) - n | Peacock and Coble, Inc. (c) - n | Hackney Body Company (c) | American Suppliers, Inc. (e) |
| Burlington Industries (e) | Swift and Company (e) | Stephenson Millwork Company (c) | Murphy Body Works Inc. (e) | Export Leaf Tobacco Company (e) |
| Carolina Casuals (e) | Sealtest Food (c) | Wilson Veneer Company (c) | | Imperial Tobacco Company (e) |
| Lamson Manufacturing (e) | Coastal Dairy Products (c) | | | Liggett and Myers Tobacco Company (e) |
| | Ralston Purina Company (c) | | | Lorillard P. Company (e) |
| | Farmer Cotton Oil Company (c) | | | James I. Miller Tobacco Company (e) |
| | Nutrena Mills (a) | | | Edward O'Brien Company (e) |
| | Cargill Inc. (a) | | | R. J. Reynolds Tobacco Company (e) |
| | Central Soya Feed Mill (b) - n | | | Tobacco Processors, Inc. (e) |
| | | | | Wilson Tobacco Company (e) |

Codes

a - 0-24 employees
b - 25-49 employees
c - 50-99 employees
d - 100-200 employees
e - More than 200 employees

n - newly constructed
x - seasonal employment - tobacco

Source: Wilson Industrial Council.

In the tobacco industry one finds 10 manufacturing plants, however, they are seasonal employers in that all of these plants combined employ as many as 4,000 employees during the tobacco season and then decline in employment anywhere between 500 and 1,000 employees during the off-season.

Since 1960, the Wilson planning area has experienced an expansion of its economic base with the introduction of six new manufacturing plants. As shown in Table 5, the new industries in the area include one textile plant, two food processing and related industries, one furniture plant and two tobacco manufacturing plants. However, according to local industrial leaders and the executive director of the Wilson Industrial Council, the majority of the growth has resulted primarily from the expansion programs of the existing industries which were present in 1960. As of 1960, most of the industrial plant managers and various local leaders indicated that all plants doubled their employment capacity. For example, Murphy Body Inc. recently constructed a new plant which more than doubled the employment capacity of the 1960 plant.

Another important factor that has contributed to stabilization of the economic base is location of manufacturing plants within commuting distance of Wilson's resident labor force. For instance, Thermatic Inc. which is engaged in the manufacturing of metals has over 200 employees. This plant is located in Elm City, approximately 10 miles from the Wilson planning area. By examining the list of manufacturing establishments in the Appendix, one can acquire a better picture of the marginal industries which are contributing to the expansion of the economic base of the area.

Another important event that has taken place is the announcement of construction of a new textile plant by Burlington Industries. The plant will be located near Lucama, North Carolina on the newly proposed Interstate 95. This firm is projected to employ approximately 500 employees when completed.

In summary, one can readily note that metals, machinery and other durable categories are substantially lower than the national averages. It is obvious that major emphasis will have to be concentrated in the manufacturing sector, if the Wilson Township is to strengthen its economic base. Presently, the Wilson Township (including Wilson City) lacks a strong manufacturing base in the fabricated metals, machinery and other durable products. Introduction of some of these industries into the Wilson Area would help create a more balanced and diversified industrial base.

## Manufacturing Trends Based on Preliminary Data

During the completion stages of this study, a preliminary report was obtained from the Census of Manufacturers, which give preliminary data for Wilson County and Wilson City for the year 1963.

As shown on Table 6, between 1958 and 1963 Wilson County experienced substantial increases in every aspect of manufacturing except in the number of establishments where it showed a loss of one establishment. In Wilson City, comparison can only be made for the following aspects of manufacturing: number of establishments, number of employees and productions workers. The reason being that the 1958 Census of Manufacturing Report, did not disclose information on the other aspects of manufacturing. In all three aspects, Wilson showed an increase, with the largest increase in the number of establishments.

## Number of Establishments

As expected, the majority of the manufacturing establishments are in Wilson City. In 1958, Wilson City has 68 percent of the county's manufacturing establishments while by 1963, the figure had jumped to 86 percent. Actually between 1958 and 1963, Wilson gained 11 new manufacturing establishments which represents a 23.9 percent increase. On the other hand, Wilson County (less Wilson) experienced

TABLE 6

MANUFACTURING TRENDS OF WILSON COUNTY, WILSON CITY AND THE REMAINDER OF WILSON COUNTY (LESS WILSON)
1958 and 1963

WILSON COUNTY

| | 1958 | % of Total | 1963 | % of Total | Percent Change |
|---|---|---|---|---|---|
| Number of Establishments | 67 | | 66 | | -1.5 |
| Payroll | 8,948 | | 13,960 | | +56.0 |
| Number of Employees | 3,224 | | 3,958 | | +22.8 |
| Production Workers | | | | | |
| Number | 2,609 | | 3,298 | | +26.4 |
| Man-Hours (1,000) | 4,790 | | 6,528 | | +36.3 |
| Wages ($000) | 6,378 | | 10,128 | | +58.8 |
| Value Added by Manufacturing ($000) | 20,028 | | 26,258 | | +31.1 |
| Capital Expenditures ($000) | 672 | | 1,437 | | +113.8 |

WILSON CITY

| | | | | | |
|---|---|---|---|---|---|
| Number of Establishments | 46 | 68.0 | 57 | 86.0 | 23.9 |
| Payroll | (D) | | 11,832 | 84.7 | -- |
| Employees | 2,908 | 90.1 | 3,252 | 82.0 | 11.8 |
| Production Workers | | | | | |
| Number | 2,365 | 90.6 | 2,689 | 81.5 | 13.7 |
| Man-Hours (1,000) | (D) | | 5,322 | 81.5 | |
| Wages ($000) | (D) | | 8,484 | 83.7 | |
| Value Added by Manufacturing ($000) | (D) | | 21,969 | 83.6 | |
| Capital Expenditures ($000) | (D) | | 1,075 | 74.8 | |

WILSON COUNTY (LESS WILSON)*

| | | | | | |
|---|---|---|---|---|---|
| Number of Establishments | 21 | 32.0 | 11 | 14.0 | -47.6 |
| Payroll | (D) | | 2,128 | 15.3 | |
| Employees | 316 | 9.9 | 706 | 18.0 | 123.4 |
| Production Workers | | | | | |
| Number | 244 | 9.4 | 609 | 16.3 | 14.8 |
| Man-Hours (1,000) | (D) | | 1,206 | 18.5 | |
| Wages ($000) | (D) | | 1,644 | 16.3 | |
| Value Added by Manufacturing ($000) | (D) | | 4,289 | 16.4 | |
| Capital Expenditures ($000) | | | 362 | 25.2 | |

(D) Withheld to avoid disclosure.
*Excludes Wilson City
Source: Census of Manufacturing, 1963.

a loss of 10 manufacturing establishments between 1958 and 1963.

Number of Employees

Table 6 shows that Wilson County and Wilson City experienced reasonable increase; however, note that the remainder of Wilson County (less Wilson) shows the highest increase, 123.4 percent. This situation is indicative of the fact that while many of the smaller firms went out of business the remaining firms expanded their operations substantially. Another and very important factor is that all of the new industries are locating their plants outside of the Wilson city limits where land is plentiful.

Production Workers

Between 1958 and 1963, Wilson County experienced a numerical increase of 689 employees. This represents an increase of 28.4 percent. Of the total growth, 52.9 percent occurred in Wilson County (less Wilson) and 47.1 in Wilson City. In absolute gain, the remainder of Wilson County (less Wilson) showed an increase of 123.4 percent, substantially greater than Wilson City which was 13.7 percent.

Value Added by Manufacturing

One of the most important guidelines to use in evaluating the growth of manufacturing sector of any economy is by examining trends in value added. However, in this report data is available only for Wilson County and not for its subunits. Since Wilson City contains almost ninety percent of Wilson County's manufacturing sector, it is felt that the utilization of county figures will give an accurate indication of the growth in manufacturing in the city.

Table 7 shows that Wilson County gained 31.1 percent through value added by manufacturing between 1958 and 1963.

Since data is not available for Wilson City, it is important to compare Wilson County's growth to the state and other eastern North Carolina counties, with cities comparable to Wilson in size. All of the comparable unit's growth exceeded Wilson county's by a sizeable amount. The executive director of the Wilson Industrial Council feels that the majority of growth in value added occurred in the tobacco industry. This in itself indicates that Wilson County is not experiencing a substantial industrial growth in other industrial groupings as is true of the State and other eastern North Carolina counties.

TABLE 7

VALUE ADDED BY MANUFACTURING IN THE STATE OF NORTH CAROLINA AND IN FOUR EASTERN NORTH CAROLINA COUNTIES 1958-1963

| Locality | Manufacturing Value Added 1958 ($000) | Manufacturing Value Added 1963 ($000) | Percent Change |
|---|---|---|---|
| Lenoir County (Kinston) | $ 63,332 | $ 95,696 | +51.1 |
| Pitt County (Greenville) | 10,152 | 19,121 | +88.3 |
| Wayne County (Goldsboro) | 16,208 | 23,671 | +46.0 |
| Wilson County (Wilson) | 20,028 | 26,263 | +31.1 |
| North Carolina | 3,083,448 | 4,617,912 | +49.8 |

Source: U. S. Census of Manufacturing, 1963.

## TRENDS IN RETAIL, SELECTED SERVICES AND WHOLESALE

### RETAIL

Historically, Wilson has been a retail trade center primarily for the agricultural areas and communities within the boundaries of Wilson County. It should be recognized that Wilson is surrounded by a group of cities most of which, including Wilson, function as a retail center and governmental center for their respective counties. These cities are Goldsboro, Kinston, Greenville and Rocky Mount. All of these Eastern North Carolina cities and their respective trade areas in turn comes under the influence of the Raleigh trade area situated on the western end of the region.

In establishing the trade area of a given urban community such as Wilson, a method that is frequently used is Reilly's Law of Retail Gravitation. This law states:

> "Two cities attract retail trade from any intermediate city or town....approximately in direct proportion to the population of the two cities and in inverse proportion to the square of the distance from these two cities to the intermediate town."[6]

The results thus obtained by use of this method is shown in Figure 1. Note that the Wilson trade area includes all of Wilson County and portions of every county surrounding it.

In the following section comparisons of retail trends in Wilson County will be outlined for the years 1958 and 1963. This section will deal with Wilson City and the remainder of Wilson County (less Wilson) as sub-units within the entire county.

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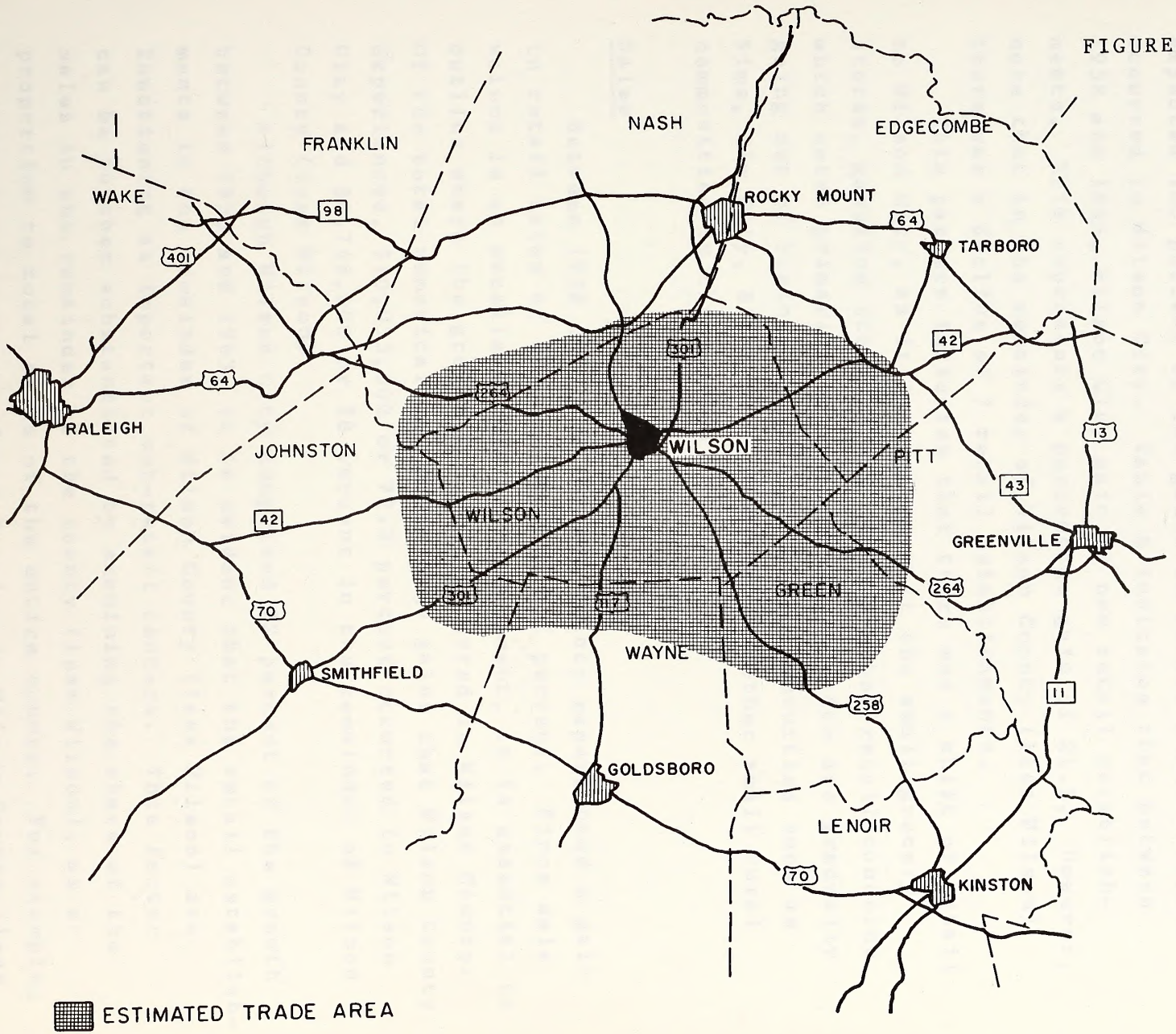
[6]Nelson, Richard L., The Selection of Retail Locations, F. W. Dodge Corporation, 1958, p. 149.

# WILSON, N.C.

FIGURE 1




ONE INCH = APPROXIMATELY TEN MILES

## Number of Establishments

Table 8 shows that between 1958 and 1963 Wilson County experienced a gain of 66 new retail establishments. As expected 100 percent of the gains in retail establishments occurred in Wilson City. Table 8 indicates that between 1958 and 1963, Wilson City gain 73 new retail establishments. This represents a percentage gain of 21.3. However, note that in the remainder of Wilson County (less Wilson) there was a decline of 7 retail establishments.

This pattern indicates that there was a shift of retail to Wilson City, as it is evident that the small grocery stores, gasoline stations and various other retail concerns which cater primarily to the rural population are gradually going out of business particularly in communities such as Sims, Elm City, Black Creek and various other small rural communities in the county.

## Sales

Between 1958 and 1963, Wilson County experienced a gain in retail sales of $14,793,000 or 33.1 percent. Since sale volume is an excellent unit of measurement, it is essential to outline where the growth actually occurred in Wilson County. Of the total numerical and percentage gains that Wilson County experienced, $10,035,000 or 72.2 percent occurred in Wilson City and $4,748,000 or 28 percent in the remainder of Wilson County (less Wilson).

Although Wilson City comprised 72 percent of the growth between 1958 and 1963, it is evident that the retail establishments in the remainder of Wilson County (less Wilson) are functioning as important sub-retail centers. This factor can be further substantiated by examining the share of the sales in the remainder of the county (less Wilson), as a proportion to total sales of the entire county. For example, in 1958 the proportion of total sales in Wilson County (less Wilson) amounted to 24 percent while by 1963 this figure had jumped to 26 percent.

TABLE 8

RETAIL TRENDS IN WILSON COUNTY, WILSON CITY AND THE REMAINDER OF WILSON COUNTY (LESS WILSON) 1958 AND 1963

| Wilson County | 1958 | 1963 | Percent Change |
|---|---|---|---|
| Number of Establishments | 565 | 631 | +11.1 |
| Sales, Dollar Volume ($000) | 44,709 | 59,502 | +33.1 |
| Number of Employees | 2,102 | 2,179 | +3.7 |
| Payroll entire year ($000) | 4,342 | 6,008 | 38.4 |
| **Wilson** | | | |
| Number of Establishments | 343 | 416 | +21.3 |
| Sales, Dollar Volume ($000) | 34,290 | 44,325 | +29.3 |
| Number of Employees | 1,737 | 1,694 | -2.5 |
| Payroll entire year ($000) | 3,613 | 4,737 | +31.1 |
| **Remainder of Wilson County*** | | | |
| Number of Establishments | 222 | 215 | -3.5 |
| Sales, Dollar Volume ($000) | 10,419 | 15,177 | +45.6 |
| Number of Employees | 365 | 485 | +32.8 |
| Payroll entire year ($000) | 729 | 1,271 | +74.3 |

*Excludes Wilson City.

Source: U. S. Census of Business.

The gains in sales in the remainder of Wilson County is due mainly to large numbers of tourist facilities located outside the city limits along U. S. Highway 301.

## Number of Employees

Between 1958 and 1963 Wilson County showed an increase of 77 employees in retail trade. Within the boundaries of the county, all the gains occurred in the remainder of the county (less Wilson). Table 8 shows the remainder of County (less Wilson) gaining 120 new employees or 32.8 percent. Conversely,

Wilson city shows a loss of 43 employees or 2.5 percent between 1958 and 1963. The primary reason for the decline in number of employees in Wilson is due to the introduction of self-service type of operation. In the remainder of Wilson County (less Wilson) this is not the case because the population is not large enough to support this type of operation.

Annual Payroll

Table 8 indicates Wilson County's annual payroll increased from $4,342,000 to $6,008,000 between 1958 and 1963. This represents a numerical increase of $1,666,000 or 38.4 percent.

Of the total increase, $1,124,000 or 66 percent took place in Wilson City while 34 percent of the growth took place in the remainder of Wilson County (less Wilson). The increases reflected in the remainder of the Wilson County (less Wilson) is due mainly to the increase in employees as shown in Table 8.

WHOLESALE TRADE

Wholesale trade as defined in the Census of Business includes establishments primarily engaged in selling merchandise to retailers, to institutional, industrial, commercial, and professional uses; to other wholesalers; or acting as agents in buying merchandise for or selling merchandise to such persons or companies.

Between 1958 and 1963 Wilson County showed a gain in every aspect of wholesale trade, except in number of employees where it lost 253 employees or 18.7 percent. In the following sections comparisons of Wilson City and the remainder of Wilson County (less Wilson) will be made on every aspect of wholesale trade.

Number of Establishments

Table 9 indicates that Wilson County gained 13 new wholesale establishments between 1958 and 1963. Of the total 8 were located in Wilson City and 5 in the remainder of the county (less Wilson).

Sales

Table 9 shows that Wilson County experienced a numerical gain of $8,159,000 or 8.6 percent between 1958 and 1963. However, within the county note that Table 9 indicates that Wilson gained $22,137,000 in sales. This represents an increase of 31.4 percent. On the other hand, it is interesting to notice that in the remainder of Wilson County (less Wilson), wholesale sales declined numerically by $13,978,000 or 57.9 percent between 1958 and 1963. This pattern is indicative of the fact that the wholesale function in Wilson County is concentrated in Wilson City.

Number of Employees

Table 9 indicates that between 1958 and 1963 Wilson County experienced a decrease of 253 employees. This represents a decrease of 18.7 percent. As expected the remainder of Wilson County (less Wilson) experienced the largest decrease. Table 9 shows that Wilson County (less Wilson) declined numerically by 134 employees or 41.3 percent while Wilson shows a decrease of 119 employees or 11.6 percent.

Annual Payroll

In annual payroll, Wilson County gained $681,000 or 24.4 percent between 1958 and 1963. Within Wilson County, 100 percent of growth in annual payroll took place in Wilson City. Table 9 shows that Wilson City gained $705,000 in annual payroll. This constitutes an increase of 30 percent.

As expected, note that the remainder of Wilson County (less Wilson) experienced a loss of $24,000 or a 5.4 percent decrease.

TABLE 9

WHOLESALE TRENDS IN WILSON COUNTY, WILSON CITY AND THE REMAINDER OF WILSON COUNTY (LESS WILSON) 1958 AND 1963

| Wilson County | 1958 | 1963 | Percent Change |
|---|---|---|---|
| Number of Establishments | 85 | 98 | +15.3 |
| Sales, Dollar Volume ($000) | 94,730 | 102,889 | +8.6 |
| Number of Employees | 1,354 | 1,101 | -18.7 |
| Payroll Entire Year ($000) | 2,792 | 3,473 | +24.4 |
| **Wilson** | | | |
| Number of Establishments | 70 | 78 | +11.4 |
| Sales, Dollar Volume ($000) | 70,596 | 92,733 | +31.4 |
| Number of Employees | 1,030 | 911 | -11.6 |
| Payroll Entire Year ($000) | 2,351 | 3,056 | +30.0 |
| **Remainder of Wilson County*** | | | |
| Number of Establishments | 15 | 20 | 33.3 |
| Sales, Dollar Volume ($000) | 24,134 | 10,156 | -57.9 |
| Number of Employees | 324 | 190 | -41.3 |
| Payroll Entire Year ($000) | 441 | 417 | -5.4 |

*Excludes Wilson City.

Source: U. S. Census of Business.

SELECTED SERVICES

The Bureau of the Census includes establishments "in selected services trade" in accordance with the principle of the 1957 edition of the Standard Industrial Classification (SIC) manual....which defines the Service Division as including establishments primarily engaged in rendering a wide

variety of services to individuals and business establishments. The SIC includes 14 major groups in the Service Division of which seven are included in the 1958 and 1963 Census of Business, essentially in their entirety they are as follows: hotels, rooming houses, camps and other lodging places; personal services; miscellaneous business services; automobile repair, automobile services and garages; miscellaneous repair services; motion pictures; other amusement and recreational services. Those not included are: medical and other health services; legal services; educational services; museums, art galleries and gardens; nonprofit membership organizations; private household; and miscellaneous services.

Between 1958 and 1963 Wilson County experienced numerical and percent gains in every aspect of selected services. In the following section the growth that occurred within the county on a unit basis will be outlined.

## Number of Establishments

Between 1958 and 1963 the county showed a gain of 44 new establishments in selected services. As expected, all of the gains occurred in Wilson City. Table 10 indicates that Wilson City gained 59 new establishments. However, note that the remainder of the county (less Wilson) showed a decline of 15 establishments. This represents a decrease of 20.5 percent. This pattern indicates that the shift is toward Wilson.

## Receipts for Services

Table 10 shows that Wilson experienced a gain of $1,972,000 in receipts for services between 1958 and 1963. Note that both Wilson and the remainder of Wilson County (less Wilson) showed an increase during the period, even though the number of establishments declined more than 20 percent.

Of the total gains, 94 percent of the growth occurred in Wilson and the balance in the remainder of Wilson County (less Wilson).

## Number of Employees

In Wilson County there was a gain of 130 employees in selected services between 1958 and 1963. This represents an increase of 21 percent. As expected, the majority of the growth in the number of employees occurred in Wilson City. Table 10 shows that Wilson City accounted for 122 of new employees or 93 percent.

## Annual Payroll

Wilson County showed a gain of $464,000 between 1958 and 1963. This represents an increase of 36.2 percent. Table 10 indicates that both Wilson and Wilson County (less Wilson) experienced gains during this period, however, the numerical as well as the percent increases were higher in Wilson City. Of the total increase in payroll in Wilson County, Wilson accounted for $441,000 or 95 percent.

## Comparisons With Neighboring Counties and Cities

The primary purpose of this section is to show how Wilson County and Wilson City compare to the State, neighboring counties and cities in retail sales, wholesale sales and selected services receipts. These comparisons are shown in Table 11 for Lenoir, Pitt, Wayne and Wilson Counties and the State of North Carolina. All of these counties are located in eastern North Carolina and each has a city comparable to Wilson's size in land area, population and various similar characteristics.

In retail sales, Wilson County was second to Pitt County which led the larger comparable units. However, note that the State's rate of growth was exceeded only by Pitt and Wilson Counties. On the other hand, every city in these counties exceeded Wilson City. Note that the state and Wilson City had similar growth pattern with the state exceeding Wilson City slightly.

TABLE 10

TRENDS IN SELECTED SERVICE TRADE IN WILSON COUNTY, WILSON CITY AND THE REMAINDER OF WILSON COUNTY (LESS WILSON) 1958 AND 1963

| Wilson County | 1958 | 1963 | Percent Change |
|---|---|---|---|
| Number of Establishments | 229 | 273 | +19.2 |
| Receipts for Services ($000) | 4,120 | 6,692 | +41.8 |
| Number of Employees | 664 | 804 | +21.1 |
| Payroll Entire Year ($000) | 1,283 | 1,747 | +36.2 |
| **Wilson** | | | |
| Number of Establishments | 156 | 215 | +37.8 |
| Receipts for Services ($000) | 3,827 | 5,687 | +48.6 |
| Number of Employees | 583 | 715 | +22.6 |
| Payroll Entire Year ($000) | 1,140 | 1,581 | +38.7 |
| **Remainder of Wilson County*** | | | |
| Number of Establishments | 73 | 58 | -20.5 |
| Receipts for Services ($000) | 893 | 1,005 | +12.5 |
| Number of Employees | 81 | 89 | +9.8 |
| Payroll Entire Year ($000) | 143 | 166 | +15.2 |

*Excludes Wilson City

Source: U. S. Census of Business.

In wholesale sales Wilson City's growth is exceeded only by the State. This is to be expected as the sale of tobacco is reflected in wholesale trade. Conversely, note that the county's growth is exceeded substantially by all of the other comparative units.

In receipt for selected services both Wilson and Wilson County were third among the counties and cities in Eastern North Carolina. However, the city exceeds the State's rate of growth slightly but Wilson County's growth is somewhat less than the State.

TABLE 11

COMPARISONS OF SALES IN RETAIL, WHOLESALE, AND SELECTED SERVICES
FOUR EASTERN NORTH CAROLINA COUNTIES AND THE STATE
1958 AND 1963

| | Retail Trade | | | Wholesale Trade | | | Selected Services | | |
|---|---|---|---|---|---|---|---|---|---|
| Locality | Sales 1958 ($000) | Sales 1963 ($000) | Percent Change | Sales 1958 ($000) | Sales 1963 ($000) | Percent Change | Sales 1958 ($000) | Sales 1963 ($000) | Percent Change |
| Lenoir County | 55,811 | 70,842 | +26.9 | 56,687 | 68,729 | +21.2 | 3,723 | 5,732 | +54.0 |
| Kinston | 41,127 | 54,250 | +31.9 | 41,008 | 48,033 | +17.2 | 3,039 | 4,685 | +54.2 |
| Pitt County | 56,941 | 82,455 | +44.8 | 66,509 | 75,540 | +13.6 | 4,169 | 5,455 | +30.8 |
| Greenville | 31,251 | 47,065 | +50.6 | 46,467 | 56,880 | +22.4 | 2,894 | 3,771 | +30.3 |
| Wayne County | 63,038 | 80,502 | +27.7 | 67,349 | 73,360 | + 8.9 | 5,004 | 8,807 | +76.0 |
| Goldsboro | 44,109 | 57,968 | +31.4 | 51,481 | 59,487 | +15.6 | 3,539 | 7,255 | +105.0 |
| Wilson County | 44,709 | 59,502 | +33.1 | 94,730 | 102,889 | + 8.6 | 4,720 | 6,692 | +41.8 |
| Wilson | 34,290 | 44,325 | +29.3 | 70,596 | 92,733 | +31.4 | 3,827 | 5,687 | +48.6 |
| North Carolina | 3,837,052 | 4,975,282 | +29.7 | 5,025,891 | 6,982,616 | +38.9 | 413,512 | 597,730 | +44.5 |

Source: U. S. Census of Business.

## LABOR FORCE

### Sex Composition

Between 1950 and 1960, Wilson City's labor force increased by 1,908 persons or 19.5 percent. Of this total increase, 488 were in the male labor force and 1,420 in female labor force. Note that in proportional changes the male labor force declined from 64.4 to 58.1 percent between 1950 and 1960. On the other hand, the female labor force increased proportionately from 35.6 to 41.9 percent.

By examining the labor force patterns of Wilson County, one readily notes that it experienced a slight increase with all of its growth occurring in the female labor force. Table 12 indicates that the male labor force declined by 988 or 6.8 percent between 1950 and 1960.

On a comparative basis, Table 12 shows that within Wilson County, Wilson City is the only unit showing an increase for both the female and male labor force. On the other hand, notice that the remainder of Wilson County (less Wilson) experienced an increase only among the female labor while the male labor decreased by 1,476 persons or 17.9 percent.

In Wilson County (less Wilson), it is obvious that the decline in the male labor force is due to out-migration. This pattern is due to the mechanization of farm operation which have caused the males to seek employment in Wilson and in other parts of the state or even outside of the state. Another significant trend that is occurring in both Wilson and Wilson County is the increasing number of females entering the labor force. Table 12 shows that between 1950 and 1960, the proportion of females in the labor force in Wilson County and its subunits increased substantially while the male proportion decreased by a sizable amount. This pattern is not only for Wilson but also for other communities in the state and the nation as a whole.

TABLE 12

LABOR FORCE BY SEX COMPOSITION
WILSON COUNTY, WILSON CITY AND THE REMAINDER OF WILSON COUNTY (LESS WILSON)
1950 AND 1960

| Sex | WILSON COUNTY Number | Percent of Total | Percent of County | WILSON CITY Number | Percent of Total | Percent of County | WILSON COUNTY (LESS WILSON)* Number | Percent of Total | Percent of County |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | 1950 | | | | |
| Male | 14,504 | 71.7 | 100.0 | 6,283 | 64.4 | 43.3 | 8,221 | 86.8 | 56.7 |
| Female | 5,715 | 28.3 | 100.0 | 3,465 | 35.6 | 60.6 | 2,250 | 13.2 | 39.4 |
| Total | 20,219 | 100.0 | 100.0 | 9,748 | 100.0 | 48.2 | 10,471 | 100.0 | 51.8 |
| | | | | | 1960 | | | | |
| Male | 13,516 | 63.8 | 100.0 | 6,771 | 58.1 | 50.1 | 6,745 | 70.8 | 49.9 |
| Female | 7,665 | 26.2 | 100.0 | 4,885 | 41.9 | 63.7 | 2,780 | 29.2 | 36.3 |
| Total | 21,181 | 100.0 | 100.0 | 11,656 | 100.0 | 55.0 | 9,525 | 100.0 | 45.0 |

Amount Change 1950-1960

| | Wilson County Number | Percent | Wilson City Number | Percent | Wilson County (Less Wilson) Number | Percent |
|---|---|---|---|---|---|---|
| Male | -988 | -6.8 | +488 | 7.7 | -1,476 | -17.9 |
| Female | 1,950 | 34.1 | +1,420 | 40.9 | + 530 | 23.5 |
| Total | 962 | 4.7 | 1,908 | 19.5 | - 946 | 9.0 |

*Excludes Wilson City.

Source: U. S. Bureau of the Census.

In 1960, the female labor force in Wilson was heavily concentrated in four major occupations: (See Table 13) (1) Clerical; (2) Professional and Technical; (3) Operative and; (4) Private household workers. Many of the private household workers are employed in the tobacco industries during the tobacco season. Information by major occupation by sex characteristics was not available in 1950, and as a result, comparison was not made.

Occupational Trends by Sex

The primary purpose of this section is to show employment by occupational categories for the male and female in Wilson County and its subunits.

In Wilson County the occupation of male labor force has changed considerably between 1950 and 1960. For example, Table 13 shows that in 1950, 45.4 percent of the employed males were in agriculture; while by 1960 this figure had dropped to 28.5 percent. The shift in Wilson County is toward the urban type economic activities. This trend is due primarily to mechanization of farm equipment which is rapidly taking the place of the farm laborer and tenant operators. The mechanization of farm equipment has made it possible for the large farm operators to expand their operations while the small farm operator is gradually being forced out of business. For example, in Wilson County the number of farms declined from 2,715 to 2,187 between 1959 and 1964, while the average farm size increased from 70.2 to 78.9 acres.

In Wilson City, employment by occupation differs substantially from Wilson County and remainder of Wilson County (less Wilson). Table 13 indicates that Wilson City's male labor force is concentrated in the following occupation: (1) Managers and proprietors; (2) Craftsmen; and (3) operative workers. In 1950 and 1960, these three categories constituted over 50 percent of the total labor force. During this ten year period substantial increases were evident for craftsmen

# TABLE 13

## OCCUPATIONAL TRENDS BY SEX FOR WILSON COUNTY, WILSON CITY AND THE REMAINDER OF WILSON COUNTY (LESS WILSON) 1950 AND 1960

| | WILSON COUNTY | | | | | | WILSON CITY | | | | | | WILSON COUNTY (LESS WILSON) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Change 1950-1960 | | | | | | Change 1950-1960 | | | | | | Change 1950-1960 | |
| | 1950 | % of Total | 1960 | % of Total | Number | % | 1950 | % of Total | 1960 | % of Total | Number | % | 1950 | % of Total | 1960 | % of Total | Number | % |
| Male | 13,828 | 100.0 | 12,777 | 100.0 | -1,051 | -7.6 | 5,762 | 100.0 | 6,326 | 100.0 | 564 | 9.7 | 8,066 | 100.0 | 6,451 | 100.0 | -1,615 | -20.0 |
| Professional, Technical and Kindred Workers | 519 | 3.8 | 637 | 5.0 | 118 | 22.7 | 395 | 6.9 | 516 | 8.2 | 121 | 30.6 | 124 | 1.5 | 121 | 1.9 | -3 | .2 |
| Farmers and Farm Managers | 3,847 | 27.8 | 2,330 | 18.2 | -1,517 | -39.3 | 99 | 1.8 | 73 | 1.2 | -26 | -26.2 | 3,748 | 46.4 | 2,257 | 35.0 | -1,491 | -39.7 |
| Managers, Officials and Proprietors (except farm) | 1,125 | 8.2 | 1,154 | 9.0 | 29 | 2.5 | 886 | 15.4 | 865 | 13.7 | -21 | -2.3 | 239 | 3.1 | 289 | 4.4 | 50 | 20.9 |
| Clerical and Kindred Workers | 411 | 3.0 | 552 | 4.3 | 141 | 34.3 | 325 | 5.6 | 378 | 6.0 | 53 | 16.3 | 86 | 1.1 | 174 | 2.8 | 88 | 102.3 |
| Sales Work | 846 | 6.2 | 924 | 7.2 | 78 | 9.2 | 615 | 10.7 | 644 | 10.2 | 29 | 4.7 | 231 | 2.9 | 280 | 4.3 | 49 | 21.2 |
| Craftsmen, Foremen and Kindred Workers | 1,625 | 11.8 | 1,953 | 15.3 | 328 | 20.1 | 1,156 | 20.0 | 1,338 | 21.1 | 182 | 15.7 | 469 | 5.8 | 615 | 9.6 | 146 | 31.1 |
| Operative and Kindred Workers | 1,542 | 11.1 | 1,895 | 14.8 | 353 | 22.8 | 1,129 | 19.6 | 1,206 | 19.0 | 77 | 6.8 | 413 | 5.1 | 689 | 10.7 | 276 | 66.8 |
| Private Household Workers | 56 | 0.4 | 31 | .2 | -25 | -44.6 | 48 | .8 | 15 | .2 | -33 | -68.7 | 8 | .1 | 16 | .2 | 8 | 100.0 |
| Service Workers except private household | 528 | 3.8 | 599 | 4.7 | 71 | 13.4 | 431 | 7.5 | 416 | 6.6 | -15 | -3.4 | 97 | 1.2 | 183 | 2.9 | 86 | 88.6 |
| Farm Laborers, unpaid Family Workers | 2,433 | 17.6 | 1,310 | 10.3 | -1,123 | -46.1 | 74 | 1.3 | 53 | .8 | -21 | -28.3 | 2,359 | 29.2 | 1,257 | 19.5 | -1,102 | -46.7 |
| Laborers, except Farm and Mine | 746 | 5.3 | 912 | 7.2 | 166 | 22.2 | 559 | 9.7 | 571 | 9.0 | 12 | 2.1 | 187 | 2.3 | 341 | 5.3 | 154 | 82.3 |
| Occupation, Not Reported | 150 | 1.0 | 480 | 3.8 | 330 | 220.0 | 45 | .7 | 251 | 4.0 | 206 | 457.7 | 105 | 1.3 | 229 | 3.5 | 124 | 118.0 |
| Female | 5,053 | 100.0 | 6,819 | 100.0 | 1,766 | 34.9 | 2,932 | 100.0 | 4,227 | 100.0 | 1,295 | 44.1 | 2,121 | 100.0 | 2,572 | 100.0 | 451 | 21.2 |
| Professional, Technical and Kindred Workers | 588 | 11.7 | 819 | 12.0 | 231 | 39.0 | 438 | 14.9 | 600 | 14.2 | 162 | 36.9 | 150 | 7.1 | 219 | 8.5 | 69 | 46.0 |
| Farmers and Farm Managers | 101 | 2.0 | 215 | 3.2 | 114 | 112.8 | 6 | .2 | 9 | .2 | 3 | 50.0 | 95 | 4.5 | 206 | 8.0 | 111 | 116.8 |
| Managers, Officials and Proprietors (except farm) | 156 | 3.0 | 138 | 2.0 | -18 | -11.5 | 114 | 3.9 | 70 | 1.7 | -44 | -38.5 | 42 | 2.0 | 68 | 2.6 | 26 | 61.9 |
| Clerical and Kindred Workers | 642 | 12.8 | 1,066 | 15.6 | 424 | 66.0 | 529 | 18.0 | 772 | 18.3 | 243 | 45.9 | 113 | 5.3 | 294 | 11.4 | 181 | 160.0 |
| Sales Work | 416 | 8.2 | 541 | 7.9 | 125 | 30.0 | 316 | 10.8 | 373 | 8.8 | 57 | 18.0 | 100 | 4.7 | 168 | 6.6 | 68 | 68.0 |
| Craftsmen, Foremen and Kindred Workers | 39 | .8 | 81 | 1.2 | 42 | 107.6 | 33 | 1.2 | 50 | 1.2 | 17 | 51.5 | 6 | .2 | 31 | 1.2 | 25 | 416.0 |
| Operative and Kindred Workers | 504 | 10.0 | 939 | 13.8 | 435 | 86.3 | 381 | 13.0 | 609 | 14.4 | 228 | 59.8 | 123 | 5.8 | 330 | 12.8 | 207 | 168.2 |
| Private Household Workers | 882 | 17.5 | 1,284 | 18.8 | 402 | 45.5 | 692 | 23.6 | 881 | 20.8 | 189 | 27.3 | 190 | 9.0 | 403 | 15.7 | 213 | 117.1 |
| Service Workers except private household | 465 | 9.2 | 874 | 12.8 | 409 | 87.9 | 371 | 12.7 | 597 | 14.2 | 226 | 60.9 | 94 | 4.5 | 257 | 10.0 | 163 | 173.4 |
| Farm Laborers, unpaid Family Workers | 1,146 | 22.6 | 486 | 7.2 | -660 | -57.5 | 12 | .4 | 20 | .4 | 8 | 66.6 | 1,134 | 53.4 | 466 | 18.1 | -688 | -58.9 |
| Laborers, except Farm and Mine | 25 | 0.4 | 44 | .6 | 19 | 76.0 | 19 | .6 | 36 | .8 | 17 | 89.4 | 6 | .2 | 8 | .3 | 2 | 33.3 |
| Occupation, Not Reported | 89 | 1.7 | 332 | 4.9 | 243 | 273.0 | 21 | .7 | 210 | 5.0 | 189 | 900.0 | 68 | 3.3 | 122 | 4.8 | 54 | 79.4 |

*Excludes Wilson City

Source: U. S. Bureau of the Census.

and operative categories. However, note that the manager and proprietor category decreased slightly. Another significant change that took place between 1950 and 1960 is the large gains experienced by the professional occupations.

Among the female labor force, the pattern is somewhat different than the male labor force. In Wilson County, the bulk of the female labor force are employed in the following occupations: professional and technical, clerical, operative, private household and service workers. In Wilson City and the remainder of Wilson County (less Wilson) the pattern of concentration is similar to that of Wilson County. It is interesting to notice that these five categories all showed substantial gains between 1950 and 1960.

## Employment Patterns

Based on the information contained in the census of population reports in 1950 and 1960, the civilian labor force patterns were computed in terms of rates of employment and unemployment. Table 14 shows the employment and unemployment patterns for Wilson County, Wilson City and Wilson County (less Wilson) for the years 1950 and 1960.

Between 1950 and 1960 the civilian labor force in Wilson County experienced an increase of 967 persons or 4.7 percent. However, the rate of employment (as a percent of the total civilian labor force) decreased from 93.4 to 92.6 percent. In other words, the rate of unemployment increased from 6.6 to 7.4 percent between 1950 and 1960. As expected the majority of unemployed labor force was in Wilson City, however, note that this percent (percent of the total unemployed in Wilson County) dropped from 79.3 to 69.3 percent during this ten year period.

Wilson City's rate of unemployment decreased by .2 of a percent between 1950 and 1960; however, note that the rate of unemployment is still very high; 10.7 in 1950 and 10.5 in 1960. In Wilson County (less Wilson) the rate of

TABLE 14

EMPLOYMENT PATTERNS FOR WILSON CITY, WILSON COUNTY AND THE REMAINDER OF WILSON COUNTY (LESS WILSON) 1950 AND 1960

| | 1950 | | 1960 | | Change | |
|---|---|---|---|---|---|---|
| | Number | Percent of Total | Number | Percent of Total | Number | Percent of Total |
| **WILSON COUNTY** | | | | | | |
| Population 14 years old and over | 36,805 | 100.0 | 38,636 | 100.0 | 1,831 | 4.9 |
| Labor Force | 20,219 | 54.9 | 21,181 | 54.8 | 962 | 4.7 |
| Civilian Labor Force | 20,202 | 100.0 | 21,169 | 100.0 | 967 | 4.7 |
| Employed | 18,881 | 93.4 | 19,596 | 92.6 | 715 | 13.7 |
| Unemployed | 1,321 | 6.6 | 1,573 | 7.4 | 252 | 18.7 |
| Not in Labor Force | 16,586 | 45.1 | 17,455 | 45.2 | 869 | 5.2 |

| | 1950 | | | 1960 | | | Percent Change | |
|---|---|---|---|---|---|---|---|---|
| | Number | Percent of Total | Percent of County | Number | Percent of Total | Percent of County | Number | Percent |
| **WILSON CITY** | | | | | | | | |
| Population 14 years old and over | 16,838 | 100.0 | 45.7 | 19,924 | 100.0 | 51.5 | 3,086 | 18.3 |
| Labor Force | 9,748 | 58.0 | 48.2 | 11,656 | 58.5 | 55.0 | 1,908 | 19.5 |
| Civilian Labor Force | 9,742 | 100.0 | 48.2 | 11,648 | 100.0 | 55.0 | 1,906 | 19.5 |
| Employed | 8,694 | 89.3 | 46.0 | 10,553 | 90.5 | 51.6 | 1,859 | 21.3 |
| Unemployed | 1,048 | 10.7 | 79.3 | 1,095 | 10.5 | 69.8 | 47 | 4.4 |
| Not in Labor Force | 7,090 | 42.0 | 42.7 | 8,268 | 41.5 | 47.3 | 1,178 | 16.6 |
| **WILSON CITY (LESS WILSON)*** | | | | | | | | |
| Population 14 years old and over | 19,967 | 100.0 | 54.3 | 18,712 | 100.0 | 48.5 | -1,225 | -6.2 |
| Labor Force | 10,471 | 52.4 | 51.8 | 9,525 | 50.9 | 45.0 | -946 | -9.0 |
| Civilian Labor Force | 10,460 | 100.0 | 51.8 | 9,521 | 100.0 | 45.0 | -939 | -8.9 |
| Employed | 10,187 | 97.3 | 54.0 | 9,043 | 94.9 | 48.4 | -1,144 | -11.2 |
| Unemployed | 273 | 3.7 | 20.7 | 478 | 5.1 | 30.2 | 205 | 75.0 |
| Not in Labor Force | 9,496 | 47.6 | 57.3 | 9,187 | 49.1 | 51.5 | -309 | -3.2 |

*Excludes Wilson City.

Source: U. S. Bureau of the Census.

unemployment increased by 1.4 percent between 1950 and 1960. Notice that the unemployment rate is not as high as Wilson's.

Therefore, it is obvious that during the 1950-1960 period, both Wilson City and Wilson County (less Wilson) made little progress in improving the high rate of unemployment levels.

Since current census data is not available for Wilson City and Wilson County (less Wilson) on an individual basis, it is impossible to note the changes that occurred between 1960 and 1966. However, the U. S. Department of Labor, Bureau of Employment Security does provide current information but only for Wilson County. The tabulation of this data differ substantially from data recorded by the U. S. Census, because it includes the residents as well as the commuting labor force. Although figures are not available for Wilson City, data at the county level will at least provide some indication of the current situation in Wilson City as most of the manufacturing labor force is in Wilson City.

In 1959 Wilson County was classified by the United States Department of Labor, Bureau of Employment Security, as an area of substantial and persistent unemployment. Examination of Table 15 will illustrate why Wilson County was so classified.

TABLE 15

WORK FORCE SUMMARY WILSON COUNTY
1960-1966

| Year | Total Work Force | Total Unemployment | Rate of Unemployment | Total Employment |
|---|---|---|---|---|
| 1966 | 22,385 | 2,135 | 9.5 | 20,250 |
| 1965 | 22,470 | 2,640 | 11.7 | 19,830 |
| 1964 | 22,400 | 3,090 | 13.8 | 19,310 |
| 1963 | 21,840 | 2,720 | 12.5 | 19,210 |
| 1962 | 21,195 | 2,175 | 10.3 | 19,020 |
| 1961 | 20,940 | 2,650 | 12.7 | 18,290 |
| 1960 | 20,280 | 3,140 | 15.4 | 17,240 |

Source: Wilson Industrial Council files.

Table 15 shows that between 1960 and 1966 Wilson County's rate of unemployment did improve considerably; however, 9.5 percent is still very high. In order to acquire a more concise picture of this unhealthy unemployment situation in Wilson County, one needs to compare the rate of unemployment of Wilson County to the state and the nation. Table 16 shows these comparisons.

TABLE 16

RATIO OF INSURED UNEMPLOYMENT
WILSON COUNTY, NORTH CAROLINA, AND UNITED STATES
1956-1964

| Year | Wilson County | State | U. S. |
|---|---|---|---|
| 1964 | 8.4 | 3.2 | 3.7 |
| 1963 | 8.1 | 3.7 | 4.3 |
| 1962 | 7.0 | 3.7 | 4.3 |
| 1961 | 8.7 | 5.2 | 5.7 |
| 1960 | 8.3 | 4.2 | 4.7 |
| 1959 | 8.1 | 3.9 | 4.3 |
| 1958 | 12.5 | 6.2 | 6.6 |
| 1957 | 13.3 | 4.6 | 3.7 |
| 1956 | 11.0 | 3.7 | 3.1 |

Source: Wilson Industrial Council Files.

The above table of insured unemployment for Wilson County is based upon the number of covered establishments ranging from 420 in 1956 to 498 in 1964. This represents only a fraction of the total number of employment units in the county, as in all probabilities the rate of unemployment would be much higher if the entire labor force was taken in consideration.

This table further illustrates the unhealthiness of Wilson County's (including Wilson City) economy. It is obvious that it will take an extended period of time before this high rate of unemployment can be improved.

## Underemployment in Wilson County

Underemployment, resulting both from seasonal work and lack of job opportunities equal to the skill levels of Wilson County workers, is another major area problem.

In a study done by the Wilson Industrial Council, it was pointed out:

> "In March, 1966, the U. S. Department of Labor reported a total work force of 3,660 persons engaged in Wilson County manufacturing, as opposed to 6,345 persons employed five months earlier. This sharp decline in manufacturing is a result of the seasonal nature of tobacco leaf processing plants and stemmeries, of which Wilson County has the largest concentration in North Carolina."

Generally, the employment period for the tobacco processing industry begins in July of each calendar year and continues until mid-November. In other agricultural oriented industries, the employment season generally follows a similar seasonal pattern. The Wilson employment security office, estimated that the number of workers separated from the seasonal tobacco industries at the peak of the calendar year, numbered in excess of 4,000.

This is actually one of the most serious problems confronting Wilson County (including Wilson City). Attempts should be made by the tobacco warehouses and tobacco processing plants in the Wilson Area, to fully utilize the workers by introducing auxiliaries industries during the off-season. If this was done, the plants and warehouses could be utilized year round rather than seven months out of the year.

## New Entries in the Labor Market

According to the study prepared by the Wilson Industrial Council, new entries by high school graduates and reported school losses into the Wilson County labor market weighs heavily in the existence of substantial rate of unemployment.

During the last six years the number of Wilson County high school graduates has fluctuated considerably. Table 17 shows that the number of young people, including those who have discontinued their education, and who have entered the Wilson County labor force represents a total, one-third greater than all high school graduates in the county combined.

TABLE 17

NUMBER OF HIGH SCHOOL GRADUATES AND SCHOOL LOSSES
WILSON COUNTY
1960-1964

| Number of High School Graduates | 1960 | 1961 | 1962 | 1963 | 1964 |
|---|---|---|---|---|---|
| Wilson County total graduates | 622 | 708 | 665 | 656 | 667 |
| School losses entering labor market | 990 | 942 | 1,049 | 987 | 914 |

Source: Wilson Industrial Council files.

In summary, it is obvious that insufficient job opportunities exist for persons already in the Wilson labor market. Underemployment is a deciding factor in the economic make-up of the area and it is apparent that jobs do not exist for the new entries annually to the job market.

## Major Problems

There appears to be two other major problems which have seriously affected the potential of the labor force in the Wilson planning area. These two are: (1) lack of a proper balance between vocational and college preparatory programs in the high school system, and (2) commuting patterns of the residents labor force.

It is felt by various community leaders that one of the major problems confronting Wilson is an improper balance of

its educational system. The concensus of opinion among various community leaders is that the educational system in the Wilson planning area should provide more emphasis toward vocational training programs in its high school, especially for the students with no plans or doubtful capabilities for attending college. In other words, a proper balance is needed between vocational training and college preparatory programs to adequately staff industry in the area.

Presently a large number of those students who have discontinued their education have done so because they find themselves inadequately equipped to cope with college preparatory programs. Still others have left because of financial problems and when they do seek employment it is extremely difficult to obtain a job because they lack vocational skills or training. These students seek employment primarily to supplement the family income.

Although Wilson is fortunate in having the Wilson Technical Institute in the area, the Institute cannot accept students below the age of sixteen. It appears that the high school vocational program could serve as preparatory to the Wilson Technical Institute for those students desiring to specialize in a specific vocational field. This must be done if Wilson is to adequately staff the industries in the area and reduce the high unemployment rates.

Another major problem confronting Wilson is the commuting patterns of the resident labor force. It should be recognized that Wilson is not a labor market unto itself but rather a part of a larger area labor market in which there exist a number of urban centers comparable to Wilson. For example, Wilson finds itself competing with such cities as Rocky Mount, Kinston, Goldsboro and Greenville.

It has been pointed out by the executive director of Wilson Industrial Council and various community leaders that

nearly fifty percent of the resident labor force employed in manufacturing commutes to other urban areas. If this pattern continues these commuting workers eventually will move to the areas of employment once their job has stabilized.

Employment Projections

Table 18 shows employment projections by industry for Wilson City up to 1985. These projections relate solely to Wilson City and not the Wilson Township which is the designated planning areas, as established in the population report. The primary reason that employment projections are not included in this report is due to an absence of past trends for Wilson Township upon which one could base the projections.

The projections included in Table 18 are based solely on past trends of local industries relative to national trends in those industries. These projections are not predictions, and, indeed, are not perfect by any means because they do not take into consideration such factors as ability and desire to attract new industries and many other variables. However, their importance lies in the fact that they will enable the citizens of Wilson to see where they are headed in the future if they continue as they have in the past.

Based on these trends, by 1985 total employment in Wilson is expected to increase 113.7 percent. Table 18 shows that the majority of the growth will take place in manufacturing and in professional services. Note that commerce and personal services are expected to decrease by substantial amounts.

TABLE 18

EMPLOYMENT PROJECTIONS FOR WILSON CITY

1960 - 1985

| | 1950 | 1960 | 1970 | 1980 | 1985 | Change 1960-1985 Number | Change 1960-1985 Percent |
|---|---|---|---|---|---|---|---|
| Total Employed | 8,694 | 10,553 | 12,045 | 16,333 | 22,554 | 12,001 | 113.7 |
| Agriculture, Forestry, Fishery | 218 | 172 | 110 | 70 | 58 | -114 | 66.2 |
| Manufacturing | 1,497 | 2,367 | 3,594 | 6,175 | 10,851 | 8,484 | 358.4 |
| Lumber, Furniture, etc. | 259 | 218 | 153 | 107 | 91 | -127 | -58.2 |
| Primary Metals | 2 | 13 | 65 | 163 | 288 | 275 | 211.2 |
| Fabricated Metals | 5 | 16 | 53 | 176 | 279 | 263 | 164.3 |
| Machinery, Except Electrical | 15 | 40 | 80 | 160 | 240 | 200 | 50.0 |
| Electrical Machinery | 2 | 17 | 85 | 425 | 1,063 | 1,046 | 615.2 |
| Motor Vehicles | 152 | 259 | 381 | 560 | 692 | 433 | 167.1 |
| Other Transportation | 8 | 24 | 53 | 118 | 249 | 225 | 937.5 |
| Other Durables | 70 | 45 | 23 | 12 | 9 | -36 | -80.0 |
| Food | 255 | 547 | 981 | 1,759 | 3,336 | 2,789 | 510.0 |
| Textiles | 74 | 200 | 422 | 891 | 1,832 | 1,632 | 816.0 |
| Apparel | 164 | 339 | 571 | 962 | 1,772 | 1,433 | 422.7 |
| Printing | 68 | 103 | 129 | 161 | 262 | 159 | 154.3 |
| Chemical | 156 | 142 | 103 | 74 | 63 | -79 | -55.6 |
| Other Nondurables and Not Specified | 267 | 404 | 495 | 607 | 675 | 271 | 67.0 |
| Mining | 8 | 4 | 2 | 1 | -- | -- | -- |
| Construction | 820 | 828 | 687 | 570 | 522 | -306 | -36.9 |
| Transportation | 580 | 604 | 589 | 636 | 691 | 87 | 14.4 |
| Railroad | 93 | 44 | 16 | 6 | 5 | -39 | -88.6 |
| Trucking | 180 | 216 | 206 | 196 | 190 | -26 | -12.0 |
| Other Transportation | 83 | 59 | 35 | 21 | 17 | -42 | -71.1 |
| Communications | 72 | 129 | 194 | 291 | 364 | 235 | 182.1 |
| Utilities | 152 | 156 | 138 | 122 | 115 | -41 | -26.2 |
| Commerce | 2,742 | 2,892 | 2,537 | 2,249 | 2,134 | -748 | -25.8 |
| Wholesale | 439 | 435 | 357 | 293 | 268 | -167 | -38.3 |
| All Retail | 1,828 | 1,908 | 1,645 | 1,418 | 1,320 | -588 | -30.8 |
| Finance | 283 | 375 | 409 | 446 | 466 | +91 | 24.2 |
| Business and Repair Service | 192 | 174 | 126 | 92 | 80 | -94 | -54.0 |
| Personal Services | 1,522 | 1,495 | 1,257 | 1,089 | 1,027 | -468 | -31.3 |
| Private Household | 846 | 973 | 922 | 874 | 851 | -122 | -12.5 |
| Other Personal, Hotel, Entertainment | 676 | 522 | 335 | 215 | 176 | -346 | -66.2 |
| Professional | 1,222 | 1,832 | 2,300 | 2,927 | 3,347 | 1,515 | 82.6 |
| All Education | 416 | 674 | 898 | 1,197 | 1,397 | 723 | 107.2 |
| Medical, Hospital and Other Professional | 519 | 832 | 1,096 | 1,443 | 1,672 | 840 | 101.0 |
| Public Administration | 287 | 326 | 306 | 287 | 278 | -48 | -14.7 |
| Other Or Not Given | 85 | 359 | 969 | 2,616 | 3,924 | 3,565 | 993. |

Source: Prepared by the Research Staff of the Division of Community Planning.

## MANUFACTURING FIRMS AND LAND USE PATTERNS

### General Description

In the Wilson Area the leading manufacturing firms are found in food processing, lumber and wood products, transportation equipment, apparels, feed and fertilizer production, apparel and textiles and tobacco. Among the first five categories, the Wilson Area has sixteen major manufacturing plants which have an employment range of anywhere between 50 to 1000. (See Table 19 for type of firm and employment range).

In the tobacco industry Wilson is considered to be not only one of the largest tobacco market centers but also one of the most important tobacco processing centers in North Carolina. In 1965, Wilson had 12 tobacco processing plants, employing about 3,500 persons during its season's peak. These plants increase the value of the products by $9 million which gives Wilson a rank of thirteenth in the nation in value added to tobacco through manufacturing.

### Land Use Patterns

Based on the Land Survey and Analysis, manufacturing land uses in the Wilson planning area comprise 149.59 acres or 2.64 percent of the total developed land. Of this total, 68.31 acres is located within the city limits and 81.28 acres is outside of the corporate limits. In the city limits the industrial land uses are concentrated in districts 7, 9, and 14 (see figure 2 for district location). In the fringe area or outside of the corporate limits the manufacturing uses are located predominately in districts 23 and 24. (See figure 2 for district location).

### Tobacco Manufacturing Land Uses

Of the total manufacturing uses, tobacco processing amounts to 41.95 acres or 28 percent of the total developed manufacturing land in the Wilson planning area. Of this total,

TABLE 19

MAJOR MANUFACTURING PLANTS IN THE WILSON PLANNING AREA

| Firm | Principal Product | Employment Range |
|---|---|---|
| Blue Bell, Inc. | Apparel | 251-500 |
| Burlington Industries | Automobile Fabrics | 251-500 |
| Carolina Casuals | Apparel | 251-500 |
| Coastal Dairy Product | Ice Cream | 51-100 |
| Farmers Cotton Oil Company | Fertilizers | 51-100 |
| Food Processors, Inc. | Dehydrated and Canned Vegetables | 251-500 |
| Gray Concrete Pipe Company | Concrete | 51-100 |
| Hackney Brothers Body Company | Truck Bodies | 101-250 |
| Murphy Body Works | Truck Bodies | 101-250 |
| Ralston Purina Company | Feeds | 51-100 |
| Samsons Manufacturing Company | Shirts | 501-1000 |
| Sealtest Foods | Ice Cream | 51-100 |
| Stephenson Millwork Company | Millwork | 51-100 |
| Swift and Company | Meats | 251-500 |
| Thermatics, Inc. | Wire | 101-250 |
| Wilson Veneer Company | Veneers | 51-100 |

Source: Wilson Industrial Council files.

# WILSON, N.C.

PREPARED FOR
WILSON PLANNING BOARD
BY THE
DEPARTMENT OF CONSERVATION AND DEVELOPMENT
DIVISION OF COMMUNITY PLANNING
1966

SCALE IN FEET
1" = 3000'

THE PREPARATION OF THIS MAP WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE URBAN RENEWAL ADMINISTRATION OF THE DEPARTMENT OF HOUSING & URBAN DEVELOPMENT, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED.

FIGURE 2

## PLANNING DISTRICTS

17.67 acres is found in the city limits and 24.28 acres in the fringe area. In the Wilson City limits the tobacco manufacturing plants are located in district 7 and in the fringe area they are all found in districts 23 and 24. The tobacco processing plants that are located in these districts are Imperial Tobacco and Tobacco Processors Incorporated.

General Manufacturing Land Uses

In the Wilson City limits, manufacturing land uses (other than tobacco) are found in districts 7, 9, and 14. In districts 7 and 9 the majority of the manufacturing firms are engaged in nondurable production. In district 14, approximately 15 acres of the land area is devoted to the manufacturing of transportation equipment.

In the fringe area all of the manufacturing land uses are found in districts 23 and 24.

Analysis of Existing Manufacturing Uses

Within the city limits where manufacturing land uses are concentrated several major problems are often evident, these are as follows:

1) Incompatible land uses
2) Obsolete and deteriorating structures of all types
3) Poor functional relationship
4) Aesthetically distracting
5) Lack of utilization of land and structures

One of the most apparent problems confronting these areas of industrial concentration is the mixture of land uses. For example, in district 7, there exists all types of land uses such as commercial, wholesale, and warehousing and residential land uses. Actually, this district contains one of the worst slums in the Wilson City limits. In addition, to having dilapidated structures, it also contains a large number of obsolete warehousing and industrial buildings, some of which

are vacant and others that are functionally inadequate for the modern day needs of industry.

Location of small "retail establishments" is another serious problem which presently exists in industrial areas. The location of these commercial establishments has seriously deterred the functional relationship of industries with each other. In summary this area is simply a "hodge-podge" of land uses, most of which have no direct relationship or compatibility with each other.

On the positive side, district 7 contains the bulk of the tobacco warehousing and tobacco processing plants which provide a suitable relationship. When the sale of tobacco is completed, the tobacco is then moved from the warehouse floor to the redrying or processing plant for the first step in processing tobacco into a finished product. This arrangement is very convenient in that the product does not have to be transported across town or even outside of the area.

Another area where industry is concentrated is in district 14. One of the major problems confronting the industries in this district is the availability of land for expansion. This problem confronts only the two transportation equipment firms and not the textile plant which is also located in this district. Other than this problem, these two firms are in a suitable location as they have excellent access to the Atlantic Coastline Railroad and Ward Boulevard, a loop bypass highway encircling the city.

In the fringe area, most all of the manufacturing land uses are in district 23 and 24. For the most part the majority of these firms are in these districts because they required large sites for their operations and also because within the planning area this is where the vacant industrial land exists. For example, some of the recent newcomers to the Wilson area which required large sites are Imperial Tobacco, Swift Company and Tobacco Processors, Incorporated. The older established firms in the district that required larger sites are the feed and fertilizer companies and the Gray Concrete Company.

Functionally, these land uses seem to be adequately served by utilities and transportation facilities, such as the major railroads, major highways and access roads. There is also plenty of suitable vacant land for expansion of their operations.

## Analysis of Existing Vacant Industrial Sites

Within the Wilson Planning Area there are seven sizable sites of vacant industrial sites with the smallest being 30 acres and the largest 500 acres. These seven sites contain approximately 1,487 acres. Each site will be discussed as to size, location, and suitability for industrial purposes. Figure 3 shows where these sites are located in the planning area. The analysis of each site will be based on locational standards and criteria enumerated below.

## LOCATIONAL STANDARDS

1. General Criteria

   Work areas should be located in convenient proximity to living areas, with nearby interconnecting thoroughfare routes to insure easy access to and fro. They should be in convenient proximity to other work areas where uses accessory to each other have access to interconnecting truck routes. Some work areas should be in locations accessible to heavy transportation facilities and larger capacity utility lines. Industries are interested in these facts:

   a. Good highways. Modern management wants to locate on or near major highways so that trucks and employees' cars need not travel through residential areas.

   b. Visible sites. Where management makes a substantial capital investment in plant facilities, it wants an appropriate site. The public relations image is important.

# WILSON, N.C.

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1968

SCALE IN FEET
1" = 3000'

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## VACANT INDUSTRIAL SITES

FIGURE 3

2. Manufacturing Areas

a. Reasonably level land, preferably with no more than 5 percent slope, capable of being graded with undue expense.

b. Range of locational choice in: close-in, fringe, and dispersed.

c. Direct access to commercial transportation facilities, in fringe and dispersed locations, access to railroads, major trucking routes, cargo airports, and, in some urban areas, deep water channels; and in close-in locations, for a major portion of sites, access to both railroad and trucking routes, with the balance adjoining trucking thoroughfares or, if appropriate, part access.

d. Within easy commuting time of residential areas of labor force and accessible to major thoroughfare routes directly connected with heavy access.

e. Availability of utilities at or near the site such as power, water and waste disposal facilities.

f. Compatibility with surrounding uses, considering prevailing winds, possibilities of protective belts of open space, development of "industrial parks" and other factors.

Newton Site

The Newton Industrial Site contains 97.4 acres. This site is situated adjacent to but outside the corporate limits of the City of Wilson.

The northern boundary of the property is bounded by U. S. Highway 301, a dual lane north-south highway which affords a direct east coast automobile and truck route. On the east, the north Southern Railroad (which extends from Charlotte, North Carolina to Norfolk, Virginia) and "the Old Black Creek Road" form the east boundary. To the west of this almost

triangular shaped site is Homing Swamp, a natural canal which provides drainage of the area but which poses no threat of flooding during or after heavy rains. (See Figure 3 for location of Site).

Topographically, this site is relatively level and well-drained, however, some parts of the sites will require grading, particularly along the west boundary of Homing Swamp.

The Newton Site is adequately served by all public utilities such as water, natural gas, sanitary sewer and electric power.

This site is also served by all modes of transportation available in the Wilson Area. It is situated on the main line of the Norfolk Southern Railroad, an East-West rail route which begins at Norfolk, Virginia, and terminates at Charlotte, North Carolina. This site is also approximately 1,000 feet from the Atlantic Coast Line Railroad, a major north-south system.

The Newton Site also abuts the U. S. 301, a dual-lane north-south highway on the northern property boundary. In addition, the site is located conveniently to motor freight terminals and rail freight classifications yards in the Wilson Area.

Matthis Industrial Site

The Matthis Industrial Site is situated south of the City of Wilson and outside of the city limits. This site contains 42 acres which is divided into four separate tracts: two tracts of six acres, one tract of eight acres, and one tract of 22 acres. The total area is bounded on the west by the dual track main line of the Atlantic Coast Line Railroad and to the north is Brown Oil Company property (mostly vacant), fronting on U. S. Highway 301. The south boundary is formed by the Swift Company property line and adjacent farm property. Homing Swamp to the east separates the area from another industrial site, Newton Site. (See Figure 3 for location of Sites).

Presently, there are several industries on the original site. One is an apparel plant and a second is a sheet metal operation. In addition, a nitrogen solution terminal is also situated in the area.

Basically, the site has good drainage for all of its sites. The site is adequately served by water, natural gas, sanitary sewer and electric power.

In terms of transportation, the site is adequately served by the Atlantic Coast Line Railroad, a major north-south freight and passenger carrier which has connecting service with other lines serving the midwest, deep south, and north. The site has access to a major highway, U. S. 301. This highway is situated just north of the Matthis Site. A paved service road from U. S. 301 serves the site adequately.

Wilco Site

Wilco Site contains 380 acres. This site is located approximately one mile south of the Wilson City limits and outside of the one mile extraterritorial jurisdiction over which the city cannot exercise subdivision and zoning controls. On the north, the site is bounded by Service 1608 and on the east it is bounded by Service Road 1606. To the south, Contentnea Creek serves as a Southery boundary and on the west it is bounded by a dirt road. This site is jointly owned by the Atlantic Coast Line Railroad and the Wilson Industrial Council.

Topography poses a major problem in this site, especially in the southern tip when terrain is extremely lower in elevation than the northern part of the site. This southern part would require extensive grading and land-filling because this part is subject to flooding along the Contentnea Creek. The northern part of the site is reasonably level and would not require much, if any, grading prior to industrial development.

Presently the site is served by only water and electric power from the main line along Service Road 1608. Sewer and natural gas will be furnished as the site develops. The proposed sewer and natural gas lines will be connected to the site from Service Road 1606.

The Atlantic Coast Line Railroad which is approximately 3,000 feet from the site, proposes to develop spur tracks to serve the site.

In terms of highway transportation, the site will be served by two access roads, Service Roads 1608 and 1606. These two roads will connect to U. S. Highway 301.

Coast Line Site

The Coast Line Site contains approximately 30 acres. This site is located immediately west of the Wilco Site separated by farmland. (See Figure 3 for location of site).

The site has reasonably flat terrain and would not require much, if any, grading prior to development. It is not served by water, sewer, gas or electricity; however, these facilities could be made available at a reasonable cost. In terms of transportation, the site is only served by the Atlantic Coast Line Railroad and not accessible to any service road because the adjoining property (Southern Nitrogen) abuts Service Road 1608 on the north.

Airport Site

The airport site contains 411 acres. This site is located northwest and outside of the Wilson City limits. It is located between U. S. Highway 264 and N. C. Highway 58. The site is divided into three separate tracts. (See Figure 3 for location of site).

Tract 1 contains 98.5 acres, all of which is relatively level and well-drained. This tract is fronting on a paved service road at the entrance to the Wilson Municipal Airport. Presently, one-half of the property is occupied by a fabricating

body company.

Tract 2 contains 240.8 acres. This tract is relatively flat and drains adequately. This property is partly occupied by two paved runways which are proposed to be discontinued as the area develops.

Tract 3 contains 71.6 acres which fronts on the entrance road to the Wilson Municipal Airport. Within the entire airport site the solidarity of the subsoils poses a problem in the construction of industrial buildings. Soil tests indicate that the soils are not capable of supporting a heavy industrial structure.

Presently, public facilities and utilities are not available, however, the city will extend them upon agreement of sale or development of this site.

Blue Bell Site

The Blue Bell Site contains 27 acres. This site is situated in the northeast part of Wilson just beyond the N. C. Highway 42 and U. S. Highway 301 interchange. (See Figure 3 for location site). The Blue Bell Company has submitted plans for the development of a plant which will employ approximately 400 employees. This plant is scheduled to be completed in 10 months.

This site meets all the site criteria enumerated in previous sections. The site is reasonably flat and has excellent access to a major highway, U. S. 301. Public facilities and utilities will be extended to the site by the City of Wilson.

Other Sites

In December of 1966, the Wilson Industrial Council obtained option to a 500 acre industrial site. This site is located approximately 6,800 feet from the Blue Site along U. S. Highway 301. It is located on flat terrain and poses

no major drainage problems. In addition, the site is abutting or has access to U. S. Highway 301. The site is approximately one mile west of the Atlantic Coast Line Railroad, however, spur tracks can be installed when the site begins to develop.

Presently, public facilities and utilities are not available on the site, however, these services can be made available upon negotiation of the property.

One of the major problems that this site poses to the City of Wilson is the fact that it is located outside of the one mile area, over which it cannot exercise zoning and subdivision controls. Development costs could be another major problem as it is long distance to the nearest utility line.

Zoning Evaluation

The present policies as they relate to the zoning of industrial areas in the Wilson Area are very ineffective in that they do not provide adequate protection for other existing industries or vacant industrial areas.

Under the present zoning ordinance provisions are made for two types of industrial districts which include Industrial Districts 1 and 2. Industrial District 1 was established for the location of light industry and Industrial District 2 for heavy industry. The policies and provisions contained in the present zoning ordinance for each industrial district lack adequate guidelines which the city can follow in the development and protection of its industrial areas.

Under permitted uses as outlined in the ordinance, a number of unrelated uses are allowed which seriously deter the industrial areas from developing in a unique fashion. For example, some of the uses are automobile sales lots, mobile home parks, bakery plant, billard parlors, churches and numerous other uses which should be located in areas where they are functional and compatible to each other.

Another major weakness of the zoning ordinance is lack of provisions for a planned industrial park district. A planned

industrial park (or organized industrial district) is an industrial subdivision developed according to a comprehensive plan to provide service sites for manufacturing plants, distribution warehouses and similar uses. The park or district must provide for adequate control of the tract and buildings (through restrictive covenants or adequate zoning).

Still another serious problem confronting the City of Wilson is lack of legal authority to impose zoning controls outside of the one-mile territorial jurisdiction area. Under North Carolina General Statutes, a city can only exercise or impose zoning and subdivision controls, over the land area within one-mile of its corporate limits.

Presently, in the Wilson Area there are approximately 1200 acres of vacant industrial area which the city cannot zone or protect for industrial purposes unless a special act is passed to give the city right to do so. Charlotte, Raleigh, and Chapel Hill have special acts which permits them to control land beyond the one-mile jurisdiction as established in the General Statutes.

## POTENTIAL RESOURCES

Presently, within the Wilson Planning Area there exists a number of resources which, if properly used and coordinated, could strengthen the economic base of the area, particularly the manufacturing sector which lacks balance and diversification. These resources include the following: Wilson County Technical Institute, transportation facilities, an abundant labor supply and suitable industrial and consumer market in terms of time and distance from Wilson.

These resources can serve as attracting factors in location of new industries in the Wilson Area, especially the fabricated metals, machinery and other various durable industries which are nonexistent. However, these resources need to be coordinated with each other to effectively serve as assets for potential industrial prospects in the Wilson Area. For example, the transportation facilities are of prime importance to the area because they provide the basis for the industrial and consumer markets being conveniently accessible in time and distance. Likewise, the Wilson County Technical Institute and labor supply are and should be closely related to each other. The reason being that the Institute should and can serve as a "trainer" of the labor force for existing as well as new industries in the Wilson Area.

### Wilson County Technical Institute

The Wilson County Technical Institute is playing a significant role particularly in the training of the unskilled as well as skilled personnel in Wilson and surrounding areas. The Institute, established in 1958, has a present enrollment of 225 full-time students. In addition, 80 persons are now receiving training under the Federal Manpower Development Training Act program, 2,700 persons are enrolled in part-time evening extension courses. In 1966, the Institute trained personnel for 65 different local business concerns. This

Institute was planned and arranged to meet the needs of trade and industry in Wilson and the surrounding areas. It performs this function by supplementing the regular curriculum of the public school in the following manner:

1. Providing two-year technical programs in industrial education for those students who wish to prepare for technical level of employment.
2. Providing trade programs of one year or less for those who desire to train for a specific job. This program will instruct more skills with less theory.
3. Providing single courses or combination of courses, for gainfully employed adults in the fields in which there is sufficient interest and demand to warrant organization of classes.
4. Providing education services to organizations or individuals of the community such as speeches, resource materials, special institutes counseling

The Wilson County Technical Institute is part of the Department of Community Colleges. In addition to the School Board of Trustees, a special consultive Council, composed of leading industrialists, businessmen, agricultural leaders and local government officials serve in an advisory capacity.

The services rendered by the Technical Institute as outlined in above section are broken down into the following major areas:

Technical Division

The curriculum within the Technical Division is designed to meet the demand of skilled workers. Students entering this division are required to meet educational and aptitude standards appropriate to the field related.

Trade Division

This division places its emphasis on the training of manipulative and mental skills related to specific trade areas.

Extension Program

Under this program, opportunities are available to men and women who, though employed, desire to upgrade and update their present occupational level. Special classes, both at the Institute and in surrounding towns, are offered either during the day or at night.

New Industry Training

Through the Department of Community Colleges, training procedures for a request force may be conducted at the request of a new industry moving into the Wilson Area.

After the program is mutually agreed upon between the Industrial Representative and the College, it is executed under the direct supervision of the Wilson County Technical Institute. The actual training is carried on in an atmosphere similar to that of a trade school.

Upgrading and Updating Employment

Upgrading classes are offered in several areas of work depending on the demand from interested applicants. To be eligible for admission to an upgrading class, a person must be employed in the occupational or related area for which training is given.

General Adult Education

Under the general adult education and community service program, the institute offers short courses on any level to assist adults in meeting their educational needs and the development of their cultural, intellectual and social potential.

Market

Strategically, Wilson is within a reasonable distance of the nation's largest industrial and consumers market. Wilson's

location is midway between New York and Miami, offers industry in the area an opportunity to serve consumer-markets in the densely populated eastern and midwestern section of the United States. Actually, seventeen states, are located within a 500 mile radius of Wilson. These states contain more than half of the nations population and account for over $100 billion in consumer sales. Wilson is also within 600 miles of 22 primary industrial markets and 26 secondary industrial markets.

The industrial and consumers can be served from Wilson quickly, economically and profitably. This is due primarily to the minimum amount of time it takes to serve these markets. In most cases the major cities (market) can be served in one to two days, either by rail and motor freight carrier.

## Transportation

The present transportation facilities in the Wilson Area place it within overnight reach of the most important industrial and consumer markets of the United States. Proper utilization of the major highways and railroad system in the Wilson Area could be the most important resources available in locating industries currently not found in the area.

For example, in the Wilson area the fabricated metals and machine industries are non-existent. These industries could be located in the Wilson area as the railroads and motor carriers could serve as transporters of essential products for these types of industries. The raw material that would be used in these industries could be imported from large industrial centers such as Pittsburgh, Birmingham, Cleveland and numerous other centers. In turn, Wilson could export the finished products to large available markets.

Presently, Wilson is served by two major railroads, five principal highways and ten motor freight lines. Discussion of each follows in the section below.

## Major Highways

Wilson County, of which the city of Wilson is the county seat, is served from the east and west by U. S. Highway 264 and N. C. Highway 42. It can be reached from the north and south on U. S. Highway 301 and 117 and N. C. Highway 58. U. S. Highway 117 is a direct route to the Atlantic Coast and the beach resorts of the Carolinas, Georgia, and Florida. U. S. Highway 301, the most direct New York to Maine route, is a dual-lane, divided super highway which bypasses urban development but which connects with major arteries serving industrial areas. Interstate Highway 95, the projected north-south turnpike running the length of the nation, divides Wilson County almost equally, and will pass within two miles of the Wilson city limits.

## Motor Freight Transportation

Wilson is served by ten motor freight carriers. Three trucking firms, Baines Truck Lines, Inc., Forbes Transfer Company and Thurston Motor Lines, have home offices in Wilson. In addition, two other companies, Helm Motor Express, Inc., and Roadway Express operate terminals in the Wilson Area. These lines operate rolling stock exceeding 400 units to and from Wilson City. These motor freight lines provide direct services to 27 states, with first class connecting lines serving the remaining states. Wilson is also served by other major freight carriers operating in the south which includes Hennis, McLean, Pilot and others.

Table 20, following, gives the actual truck's running time between Wilson and selected cities, as well as the number of days required for less than truck travel load shipments. Travel load shipments naturally move faster and in most instances would be delivered at least one day earlier than indicated by the table below.

TABLE 20

MOTOR FREIGHT DELIVERY TIME
FROM WILSON, NORTH CAROLINA

| Destination | Running Time (In Hours) | L.T.L. Delivery[1] (No. Days) |
|---|---|---|
| Augusta, Ga. | 12 | 1 |
| Atlanta, Ga. | 14 | 2 |
| Baltimore, Md. | 16 | 2 |
| Birmingham, Ala. | 21 | 3 |
| Boston, Mass. | 30 | 3 |
| Buffalo, N. Y. | 25 | 3 |
| Charleston, S. C. | 12 | 1 |
| Chicago, Ill. | 30 | 2 to 3 |
| Cincinniti, Ohio | 21 | 2 to 3 |
| Cleveland, Ohio | 22 | 2 to 3 |
| Danville, Va. | 8 | 1 |
| Detroit, Mich. | 25 | 2 to 3 |
| Hartford, Conn. | 28 | 3 |
| Indianopolis, Ind. | 24 | 2 to 3 |
| Jacksonville, Fla. | 16 | 2 |
| Kansas City, Mo. | 41 | 4 |
| Louisville, Ky. | 22 | 3 |
| Memphis, Tenn. | 28 | 3 |
| Milwaukee, Wis. | 35 | 3 |
| New Haven, Conn. | 27 | 2 to 3 |
| New York, N. Y. | 23 | 2 to 3 |
| Philadelphia, Pa. | 20 | 2 to 3 |
| Pittsburgh, Pa. | 22 | 2 to 3 |
| Providence, R. I. | 31 | 3 |
| Richmond, Va. | 9 | 1 |
| Rochester, W. Va. | 33 | 3 |
| Saganaw, N. Y. | 30 | 3 |
| South Bend, Ind. | 27 | 3 to 4 |
| Springfield, Mass. | 29 | 3 |
| St. Louis, Mo. | 31 | 3 |
| Syracuse, N. Y. | 35 | 3 |
| Tampa, Fla. | 20 | 2 |
| Toledo, Ohio | 23 | 2 to 3 |
| Washington, D. C. | 17 | 2 |

[1]Number of days required for less than truck load shipment.

Source: Wilson Industrial Council.

It is interesting to notice that Wilson is conveniently located to all major eastern cities in terms of delivery time by motor freight carrier.

## RAIL TRANSPORTATION

Wilson is in an advantageous position in that it is served by two major railroads, the Atlantic Coast Line Railroad and the Norfolk-Southern Railroad. North-south service to and from Wilson is provided by the Atlantic Coast Line over its dual-track main line from New York to the Coast of Florida and the deep south. It also serves the ports of Wilmington, Morehead City and Norfolk.

East-west rail transportation is provided by the Norfolk Southern Railway. Its line connects Charlotte, the second largest distribution city in the nation, with the port of Norfolk, Virginia. Both carriers make connections with railroads serving the midwest, west and southwest.

Rail freight delivery time, for carload shipments are shown in the table below.

TABLE 21

RAIL FREIGHT DELIVERY TIME
FROM WILSON, NORTH CAROLINA

| Destination | C. L. Shipment[1] |
|---|---|
| Los Angeles, Calif. | 9 days |
| San Francisco, Calif. | 9 days |
| Dallas, Texas | 5 days |
| Denver, Col. | 8 days |
| Seattle, Wash. | 9 days |
| Chicago, Ill. | 3rd morning |
| Detroit, Mich. | 4th morning |
| St. Louis, Mo. | 4th morning |
| New Orleans, La. | 4th morning |
| Memphis, Tenn. | 4th morning |
| New York, N. Y. | 2nd morning |
| Boston, Mass. | 3rd morning |
| Atlanta, Ga. | 2nd morning |
| Miami, Fla. | 2nd morning |
| Birmingham, Ala. | 3rd morning |
| Montgomery, Ala. | 3rd morning |

[1] Denotes carload shipment.

Source: Wilson Industrial Council.

In terms of delivery time Wilson is in an advantageous position in that it only takes a maximum of 3 days to reach major cities in the south and eastern part of the United States.

## Air Transportation

Raleigh-Durham Airport, which is only an hour and fifteen minutes driving time from Wilson offers regularly scheduled commercial air service via, Eastern Air Lines, United Air Lines, and Piedmont Air Lines. Thirty-seven flights are scheduled daily. Direct flight services are offered from Raleigh-Durham to New York, Detroit, Chicago, Atlanta, New Orleans, Miami and other major cities.

The Rocky Mount Municipal Airport, which is located only 20 minutes from Wilson, schedules two Piedmont Air Lines flights daily one north bound and the other south bound. Under construction is the new Wilson-Rocky Mount Airport located midway between both cities. This facility is scheduled for completion in 1968.

## Labor Supply

One of the most important assets present in the Wilson Area is the availability of a large labor force. Wilson is one of nine smaller areas of North Carolina classified and listed as having a substantial labor surplus by the U. S. Department of Labor, Bureau of Employment Security. Since 1960, the labor force of the Wilson area can be classified as an expanding and flexible one.

This is due primarily to the transition from a predominantly agricultural economy to one more balanced with industry. The mechanization of agriculture and crop production quotas have resulted in a declining demand for farm workers. The replacement of farm labor by mechanization has brought about a sizable labor supply which is not skilled in any one field. However, the important thing to recognize is the fact that

this labor supply is trainable, and the Wilson County Technical Institute offers courses in the technical and trade fields.

Another contributing factor to the expanding labor force is the large number of young people entering the labor force, which has greatly exceeded those leaving it through death or retirement.

Still other sources which greatly supplement the labor reserve in the Wilson area are:

1) Additional workers who reside outside of Wilson County but who live within reasonable commuting distance of the City of Wilson.
2) Potential workers who are not in the labor force, but who likely would become job seekers if job opportunities were more plentiful.
3) Workers who are employed, but who are working at jobs below their actual skill levels.
4) Seasonal tobacco workers who are not available for full-time permanent work.

Major Problems and Summary

It is felt by various community leaders and industrial managers that the role of the Wilson County Technical Institute has been that of offering a well-rounded vocational program but with no major emphasis on any one specific vocational trade or skill. Local leaders feel that this has presented a problem for industry in the Wilson Area in that it has been extremely difficult to place the students on a specific job because they lack specialized training for any one job that industry has to offer them. It appears that there is a lack of confidence in the Institute by some local industrial leaders, as the Institute can only offer vocational programs on a request basis, either from local industry or individual interest. Actually, what happens is that in most cases there is lack of sufficient interest either on an individual basis or by industry to organize a program for a specific vocation or trade.

Consequently, the Institute cannot offer the program because there are not enough students to offer the program.

Another shortcoming that was pointed out by the local industrial leaders and various persons interviewed is that the on-job-training program that is offered under direct supervision of the Institute, has not been very successful. Few industrial plant managers have requested the Institute to direct such a program because they feel that they have no control or supervision over the workers upon completion of the training program.

The planner is of the opinion that the community inclusive of local industry and the Wilson County Technical Institute, are not coordinating their programs to effectively staff existing as well as new industry. It appears that the Wilson County Technical Institute is attempting to strengthen the industrialization of the community; however, local industry is not cooperating or assisting the Institute in strengthening its program. The community must realize that the Institute can only offer its service when requested and without the assistance of the community the programs will never succeed. The community must stimulate interest among the local industrial leaders and various community leaders to effectively coordinate the resources of the Institute with the other resources that are presently available in the area.

## CONCLUSIONS AND RECOMMENDATIONS

Historically, Wilson developed and grew around the service industries and has functioned as a service center for the surrounding countryside. Actually, it has always served as a retail, governmental, and most important of all a tobacco market center for its surrounding rural areas.

Changes in the agricultural economy during the last fifteen years has caused Wilson to shift its emphasis, not to the service and related industries, but to a manufacturing base without adequate preparation or resources to support one.

The agricultural economy of the surrounding rural areas is changing from a small scale to a large scale operation. For example, in Wilson County the number of farms declined from 2,715 to 2,187 between 1959 and 1964, while the average farm size increased from 70.2 to 78.9 acres. These economic changes have forced large number of farm laborers and small farm operators to seek employment and investment opportunities in Wilson or adjacent cities. In other words, what has actually happened in Wilson Area is simply that the rural population it once served through its service industries now have moved into the area seeking non-agricultural employment opportunities.

The sudden change in the agricultural economy poses several major problems which include the following:

1) High rate of unemployment - because most of the migrants who come from the rural areas lack adequate training for almost any job in the Wilson Economy.
2) Unbalanced economy - strong service industry base but a weak industrial base.
3) Outmigration of the male labor force which has caused a large number of females to enter the Wilson labor force.

Another serious problem confronting Wilson is under-employment, resulting both from seasonal work and the absence of job opportunities equal to the skill levels in the Wilson Area.

For example, in March 1966 the U. S. Department of Labor reported a total work force of 3,660 engaged in Wilson County manufacturing operations, as opposed to 6,345 persons employed five months earlier. This sharp decline in manufacturing employment is as a result of the seasonal nature of tobacco leaf processing plants and stemmeries, of which Wilson County has the largest concentration in North Carolina.

The employment season for the tobacco processing industry normally begins in July of each calendar year and continues until mid-November. The Wilson, Employment Security Commission offices estimated that the number of workers separated from the seasonal tobacco industries at the peak of the calendar year number in excess of 4,000.

In nonmanufacturing enterprises seasonal fluctuations are also apparent. The greatest effect of separation is in the fields of construction and wholesale trade - (tobacco warehousing).

Of paramount importance to the Wilson Area is the need for diversification and stabilization of the economic base. In pursuance of this goal, Wilson needs to concentrate its efforts in the strengthening of its manufacturing sectors particularly by locating new industries in fabricated metals, machinery and other durable products which are nonexistent in the Wilson Area.

The strengthening of its manufacturing base can only be accomplished by attracting industries into the area which are willing to start on a small scale with plans of expanding in the future. In pursuance of this approach Wilson needs to concentrate its efforts in the following areas:

1) Provide a more effective and comprehensive training program for its unskilled labor force. This can be accomplished by properly coordinating the resource of the Wilson County Technical Institute with the trainable and recruitable supply of labor in the area.

2) Establishment of an effective line of communication between the community (inclusive of local industry) and the Wilson County Technical Institute. This can be accomplished by establishing a closer working relationship in the development of vocational programs. This type of approach will not only strengthen the Institute's role but also boost the industrial programs of existing industries as well as aiding new industries desiring to locate in the area.

3) Concentration of training programs for the male labor force which would serve the new industries presently not found in the Wilson area particularly the fabrication of metal, machinery and other durable products.

4) The community should undertake a study to determine the adequacies of their educational programs in the secondary school system. This study should attempt to determine whether there is proper balance between the vocational and college preparatory programs. If the study's findings indicate that there is too much emphasis oriented towards the college preparatory programs, effort should be made to create a proper balance between vocational and college preparatory programs. This must be done if Wilson is expected to retain a large resident labor force and adequately staff new industries in the area.

5) The establishment of an aggressive industrial program for the community. This may be accomplished by establishing a mayor's committee to work with and assist the Wilson Industrial Council in its recruiting efforts. This committee should study every aspect of the community such as recreation, education, housing, business, climate, etc. In other words, the committee should study the inter-relationship of every aspect of the community life and development and recommend programs

that would make Wilson a more attractive community for the location of new industries. This committee should consist of local leadership with representation from all areas such as business, realtors, land developers, industry, city government and various interest group which become a role in community development.

6) Coordination of transportation routes with major industrial and consumer markets within a reasonable distance of Wilson. This must be done if Wilson is to use transportation and major markets as a resource in the location of new industries into the area.

7) The community planning board and the city board of commissioners should consider having its local state representatives submit a local bill granting the city extraterritorial jurisdiction beyond the present one mile area so that it can impose subdivision and zoning controls. This type of local legislation would enable the city to control the development of the large acreage of vacant industrial sites and other areas of concern to the city that lie outside of the present one mile jurisdictional area. This special legislation should be submitted at the present general session of the legislature as it will be two years before the legislators meet again.

Another serious problem that needs considerable attention in the Wilson Area is the underemployment situation which has resulted from the seasonal nature of the tobacco industry. Along these lines, Wilson or the tobacco industries need to undertake a special study that would recommend auxiliary industries which could properly be intergrated with the tobacco industry, to provide employment for the seasonal workers on a full-time basis.

APPENDIX

TABLE 22-A

LIST OF ALL MANUFACTURING ESTABLISHMENTS
IN THE WILSON PLANNING AREA, 1967

| Industrial Code | Index, Company Name and Address |
|---|---|
| 20 | FOOD AND KINDRED PRODUCTS |
| 201 | Meat Products |
| 2013-a | T. L. Herring and Company<br>Ward Boulevard, Wilson, N. C. |
| 2013-e | Swift and Company<br>Wilco Boulevard, Wilson, N. C. |
| 2013-2 | Wilson and Company<br>North Goldsboro Street, Wilson, N. C. |
| 2013-a | Wilson Packing Company<br>Black Creek Road, Wilson, N. C. |
| 2015-a | O'Neal's Market<br>705 Stantonsburg Street, Wilson, N. C. |
| 202 | Dairy Products |
| 2024-c | Coastal Dairy Products<br>400 South Douglas Street, Wilson, N. C. |
| 2025-26-c | Sealtest Foods<br>200 North Railroad Street, Wilson, N. C. |
| 203 | Canning and Preserving Fruits, Vegetables, and Sea Foods |
| 2033-34-s-New | Food Processors, Inc.<br>Industrial Road, Wilson, N. C. |
| 204 | Grain Mill Products |
| 2042-a-New | Central Soya Company, Inc.<br>Wilco Boulevard, Wilson, N. C. |
| 2042-a | Nutrena Division, Cargill, Inc.<br>Black Creek Road, Wilson, N. C. |

| Industrial Code | Index, Company Name and Address |
|---|---|
| | Grain Mill Products (Continued) |
| 2042-c | Ralston Purina<br>U. S. Highway 301, South, Wilson, N. C. |
| 2042-a | Wilson Feed Mills, Inc.<br>614 Stantonsburg Street, Wilson, N. C. |
| 2042-a | Wilson FCX Service<br>U. S. Highway 301, South, Wilson, N. C. |
| 205 | Bakery Products |
| 2051-b | Holsum Bakery, Inc.<br>418 East Nash Street, Wilson, N. C. |
| 2051-a | Shealy's Bake Shoppe<br>220 East Barnes Street, Wilson, N. C. |
| 2051-a | Wilson Doughnut Shop, Inc.<br>309 South Tarboro Street, Wilson, N. C. |
| 208 | Beverage Industries |
| 2086-b | Barnes-Harrell Company<br>320 East Barnes Street, Wilson, N. C. |
| 2086-a | Dr. Pepper Bottling Company<br>Ward Boulevard, Wilson, N. C. |
| 209 | Miscellaneous Food Preparations and Kindred Products |
| 2097-a | Colonial Ice Company<br>South Lodge Street, Wilson, N. C. |
| 2097-a | Independent Ice and Fuel Company<br>600 Herring Avenue, Wilson, N. C. |
| 21 | TOBACCO MANUFACTURERS |
| 214 | Tobacco Stemming and Redrying |
| 2141-s | American Suppliers, Inc.<br>U. S. Highway 301, South, Wilson, N. C. |

| Industrial Code | Index, Company Name and Address |
|---|---|
| 214 | Tobacco Stemming and Redrying (Continued) |
| 2141-s | Export Leaf Tobacco Company<br>611 South Goldsboro Street, Wilson, N. C. |
| 2141-s-New | Imperial Tobacco Company<br>U. S. Highway 301, South, Wilson, N. C. |
| 2141-s | Liggett and Myers Tobacco Company<br>315 Mercer Street, Wilson, N. C. |
| 2141-s | Lorillard, P. Company<br>West Walnut Street, Wilson, N. C. |
| 2141-s | Miller, James I. Tobacco Company<br>South Tarboro Street, Wilson, N. C. |
| 2141-s | O'Brien, Edward J. Company<br>501 South Goldsboro Street, Wilson, N. C. |
| 2141-s | Reynolds, R. J. Tobacco Company<br>604 South Tarboro Street, Wilson, N. C. |
| 2141-s-New | Tobacco Processors, Inc.<br>Cargill Avenue, Wilson, N. C. |
| 2141-s | Wilson Tobacco Company, Inc.<br>301 South Railroad Street, Wilson, N. C. |
| 22 | TEXTILE MILL PRODUCTS |
| 223 | Broad Woven Fabric Mills, Wool: Including Dyeing and Finishing |
| 2231-e | Burlington Automotive Fabrics Company<br>Division of Burlington Industries, Inc.<br>905 Herring Avenue, Wilson, N. C. |
| 23 | APPAREL AND OTHER FINISHED PRODUCTS MADE FROM FABRICS AND SIMILAR MATERIAL |
| 231 | Men's Youths', and Boys' Furnishings, Work Clothing and Allied Garments |
| 2321-e | Samsons Manufacturing Corporation<br>1004 Herring Avenue, Wilson, N. C. |

| Industrial Code | Index, Company Name and Address |
|---|---|
| 233 | Women's, Misses', and Juniors' Outerwear |
| 2331-c | Carolina Casuals, Inc.<br>U. S. Highway 301, South, Wilson, N. C. |
| 2339-c-new | Blue Bell, Inc.<br>U. S. Highway 301, North, Wilson, N. C. |
| 239 | Miscellaneous Fabricated Textile Products |
| 2394-a | O & P Manufacturing Company<br>106 East Jones Street, Wilson, N. C. |
| 2394-a | Wilson Manufacturing Company<br>307 Factory Street, Wilson, N. C. |
| 24 | LUMBER AND WOOD PRODUCTS, EXCEPT FURNITURE |
| 242 | Sawmills and Planing Mills |
| 2421-a | Bradshaw Lumber Company<br>Route 2, Wilson, N. C. |
| 2421-a | Coble, Robert M., Lumber Company<br>Raleigh Highway, Wilson, N. C. |
| 2421-a | Stone, J. R. Lumber Company, Inc.<br>Black Creek Road, Wilson, N. C. |
| 2426-c | Peacock and Coble, Inc.<br>907 Spring Street, Wilson, N. C. |
| 243 | Millwork, Veneer, Plywood, and Prefabricated Structural Wood Products |
| 2431-c | Stephenson Millwork Company, Inc.<br>North Goldsboro Street Ext., Wilson, N. C. |
| 2431-a | Home Builders Supply Company<br>1215 Black Creek Road, Wilson, N. C. |
| 2432-c | Wilson Veneer Company<br>Goldsboro Street Ext., Wilson, N. C. |

| Industrial Code | Index, Company Name and Address |
|---|---|
| 244 | Wooden Containers |
| 2441-45-a | Collapsible Container Company<br>613 North Tarboro Street |
| 249 | Miscellaneous Wood Products |
| 2499-a | Etheridge Cabinet Shop<br>1903 Downing Street, Wilson, N. C. |
| 2499-a | Winstead Cabinet Shop<br>403 Academy Street, Wilson, N. C. |
| 25 | FURNITURE AND FIXTURES |
| 251 | Household Furniture |
| 2515-a | Wilson Bedding Company<br>1107 Downing Street, Wilson, N. C. |
| 259 | Miscellaneous Furniture and Fixtures |
| 2599-a | McFarlane Desk Company<br>1224 South Tarboro Street, Wilson, N. C. |
| 27 | PRINTING, PUBLISHING AND ALLIED INDUSTRIES |
| 271 | Newspapers: Publishing, Publishing and Printing |
| 2711-a | Wilson Daily Times, The<br>117 North Goldsboro Street, Wilson, N. C. |
| 275 | Commercial Printing |
| 2751-a | Barrett's Printing House<br>130 North Goldsboro Street, Wilson, N. C. |
| 2751-a-new | B-J Duplicating Service<br>405 West Nash Street, Wilson, N. C. |
| 2751-a | Chappell's Letter Service<br>111 North Tarboro Street, Wilson, N. C. |

| Industrial Code | Index, Company Name and Address |
|---|---|
| 275 | Commercial Printing (Continued) |
| 2751-a | Stallings Printers<br>410 Whitehead Avenue, Wilson, N. C. |
| 2751-a | Wilson Printing Company<br>905 South Goldsboro Street, Wilson, N. C. |
| 28 | CHEMICALS AND ALLIED PRODUCTS |
| 287 | Agricultural Chemicals |
| 2871-a | Contentnea Guano Company<br>800 South Railroad Street, Wilson, N. C. |
| 2871-c | Farmers Cotton Oil Company<br>510 East Barnes Street, Wilson, N. C. |
| 2873-a-new | Carolina Chemical Corporation<br>U. S. Highway 301, South, Wilson, N. C. |
| 2873-a | Planters Chemical Corporation<br>1006 South U. S. Highway 301, Wilson, N. C. |
| 2873-a | Southern Testing and Research Laboratories<br>607 Park Avenue, Wilson, N. C. |
| 289 | Miscellaneous Chemical Products |
| 2899-c | Blue Magic Company of N. C., Inc.<br>509 South Lodge Street, Wilson, N. C. |
| 29 | PETROLEUM REFINING AND RELATED INDUSTRIES |
| 295 | Paving and Roofing Materials |
| 2951-a | Shackelford Paving Company<br>U. S. Highway 301, South, Wilson, N. C. |
| 30 | RUBBER AND MISCELLANEOUS PLASTICS PRODUCTS |
| 301 | Tires and Inner Tubes |
| 3011-a | Capital Tire and Battery Center<br>503 Herring Avenue, Wilson, N. C. |

| Industrial Code | Index, Company Name and Address |
|---|---|
| 301 | Tires and Inner Tubes (Continued) |
| 3011-a | Tire Service, Inc.<br>740 South Goldsboro Street, Wilson, N. C. |
| 3011-a | Turnage Tire Rebuilders<br>East Ward Boulevard, Wilson, N. C. |
| 3011-a | White's Tire Service<br>406 Stantonsburg Street, Wilson, N. C. |
| 306 | Fabricated Rubber Products, N. E. C. |
| 3069-b-New | GNC Corporation<br>Wilco Boulevard, Wilson, N. C. |
| 3069-a | Wilson Rubber Stamp Company<br>410 Herring Avenue, Wilson, N. C. |
| 307 | Miscellaneous Plastics Products |
| 3079-a | Howard Enterprises<br>321 East Barnes Street, Wilson, N. C. |
| 32 | STONE, CLAY, AND GLASS PRODUCTS |
| 322 | Glass and Glassware, Pressed or Blown |
| 3229-b | Carolina Fiberglass Products Company<br>510 East Jones Street, Wilson, N. C. |
| 327 | Concrete, Gypsum, and Plaster Products |
| 3271-73-c | Gray Concrete Pipe Company, Inc.<br>U. S. Highway 301, South, Wilson, N. C. |
| 3271-73-a | Linstone, Inc.<br>700 Park Avenue, Wilson, N. C. |
| 3272-a | Eastern Carolina Vault Company<br>1401 East Nash Street, Wilson, N. C. |
| 3272-a | Mills Con-O-Lite Vault Company<br>U. S. Highway 301, North, Wilson, N. C. |

| Industrial Code | Index, Company Name and Address |
|---|---|
| 328 | Cut Stone and Stone Products |
| 3281-a | Best, C. B., Monument Works<br>1328 East Nash Street, Wilson, N. C. |
| 3281-a | Joyner's Memorial Company<br>U. S. Highway 301, South, Wilson, N. C. |
| 34 | FABRICATED METAL PRODUCTS, EXCEPT ORDINANCE MACHINERY AND TRANSPORTATION EQUIPMENT |
| 344 | Fabricated Structural Metal Products |
| 3442-a | Aluminum Products Company<br>223 South Goldsboro Street, Wilson, N. C. |
| 3442-a | High's, Inc.<br>1200 Herring Avenue, Wilson, N. C. |
| 3442-a | High, B. J., Insulating Company<br>712 South Goldsboro Street, Wilson, N. C. |
| 3444-a | Agnew and Barnes Company<br>225 South Goldsboro Street, Wilson, N. C. |
| 3444-a | Barnes, George H., Tin Shop<br>212 South Lodge Street, Wilson, N. C. |
| 3444-a-new | Barnes-White, Inc.<br>419 South Goldsboro Street, Wilson, N. C. |
| 3444-a | Boykin, Vernon D., Sheet Metal and Roofing<br>Route 4, Wilson, N. C. |
| 3444-a | Jones Cooling and Heating, Inc.<br>646 South Tarboro Street, Wilson, N. C. |
| 3444-a | Strickland, J. W., Tin Shop<br>800 South Goldsboro Street, Wilson, N. C. |
| 3499-a-new | Carolina Fireplace Corporation<br>100 North Pettigrew Street, Wilson, N. C. |

| Industrial Code | Index, Company Name and Address |
|---|---|
| 35 | MACHINERY, EXCEPT ELECTRICAL |
| 359 | Miscellaneous Machinery, Except Electrical |
| 3591-a | Wilson Iron Works, Inc.<br>208 South Lodge Street, Wilson, N. C. |
| 3591-a | Wilson Welding and Machine Works<br>U. S. Highway 301, South, Wilson, N. C. |
| 37 | TRANSPORTATION EQUIPMENT |
| 371 | Motor Vehicles and Motor Vehicle Equipment |
| 3713-e | Hackney Brothers Body Company<br>Herring Avenue, Wilson, N. C. |
| 3713-e | Murphy Body Works, Inc.<br>2000 Airport Road, Wilson, N. C. |
| 3715-a | Simpson Equipment Company<br>U. S. Highway 301, South, Wilson, N. C. |
| 38 | PROFESSIONAL, SCIENTIFIC, AND CONTROLLING INSTRUMENTS: PHOTOGRAPHIC AND OPTICAL GOODS: WATCHES AND CLOCKS |
| 383 | Optical Instruments and Lenses |
| 3831-a | Bausch and Lomb, Inc.<br>109 South Douglas Street, Wilson, N. C. |
| 3831-a | Wilson Optical Company<br>113 East Nash Street, Wilson, N. C. |
| 3831-a-new | Hamlet's Optical Center<br>South Goldsboro Street, Wilson, N. C. |
| 384 | Surgical, Medical, and Dental Instruments and Supplies |
| 3843-a | Horton Laboratory<br>205 North Pine Street, Wilson, N. C. |

| Industrial Code | Index, Company Name and Address |
|---|---|
| 39 | MISCELLANEOUS MANUFACTURING INDUSTRIES |
| 398-399 | Miscellaneous Manufacturing Industries |
| 3981-a | Wilson Broom and Mop Manufacturing Company<br>N. C. Highway 42, East, Wilson, N. C. |
| 3987-a | Batts Lamp and Shade Company<br>U. S. Highway 301, South, Wilson, N. C. |
| 3988-a | Carolina Casket Company<br>305 East Hines Street, Wilson, N. C. |
| 3999-a | Carolina Photo Finishers<br>131 South Douglas Street, Wilson, N. C. |
| 3999-a | Raines and Cox<br>305½ East Nash Street, Wilson, N. C. |
| 3999-a | Carolina Neon Company<br>402 Herring Avenue, Wilson, N. C. |
| 3999-a | Faulkner Neon Company<br>531 East Barnes Street, Wilson, N. C. |
| 3999-a | Skinner Sign Company<br>706 Jordan Street, Wilson, N. C. |

Source: Wilson Industrial Council.

Employment Code:

a. 0-24 employees
b. 25-49 employees
c. 50-99 employees
d. 100-200 employees
e. More than 200 employees
s. Seasonal employment
New - Denotes new firms